No. 1

YOU

try to "size up," read and understand all you meet. What do you think of THIS and THAT?

No. 2

An eye like this will represent a character that is positively deceitful. Why not use your own eyes and not be deceived by such?

No. 3

...THE...

X Ray Self Instructor

IN

Studies of Human Nature

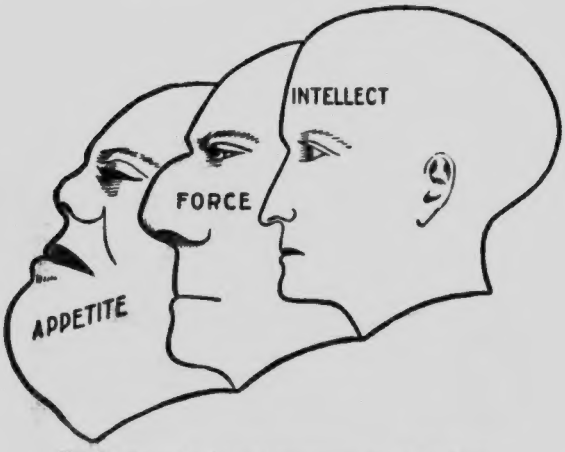
BY

Professor H. C. Kemp

EXPERT CHARACTER READER.

No. 4

An eye like this will be able to look into your eye without an effort.



No. 5.—Sharply fix and compare the three faces.

No. 6.—This illustration speaks for itself.

Entered according to the Act of the Parliament of Canada in the year 1910 by H. C. Kemp, at the Department of Agriculture.

BRAINS Improved, Repaired, Polished & Sharpened

BY SELF-STUDY

No. 7.

Young Men and Women:

STUDY this book during spare minutes, it will show you how to get the most success and happiness out of life; and some day you may stand before a bank with a license to draw something more than your breath.

Then when the Great Engineer blows the whistle that announces your quitting time, you will not be found "living on the rest of your family."

No 8 — Living on the Rest of the Family.

Just look for yourself.

No. 9.

No. 10

All the Dishonest Features are shown on Pages 26 and 39.

No. 11

The X Ray Self-Instructor ...IN... Studies of Human Nature

No. 12.

For Parents, Teachers, Lawyers, Doctors, Farmers, Clergymen, Business Men, and all others who may need to read, understand and deal with Human Nature.

A WORD TO THE WISE IS SUFFICIENT.

Is it not an advantage to be able to sum up a man at sight?

Is not that knowledge profitable which enables you to pick out an honest watchman, cashier, clerk, servant, doctor, lawyer, manager or anyone with whom you need to do business or associate with in a social way?

Does not your success as a father, mother, manager, business man, etc., depend upon this?

Is it not of the greatest importance to you if you are unmarried to know enough of the science of character reading to be able to select your affinity when you marry?

How can you, as a negotiator, promoter, agent or salesman present a proposition successfully before you know your man and how can you know his character, inclinations, wishes, tendencies, weak and strong characteristics before you are able to penetrate his mind with the X-Ray of character reading.

Is it not a constant pleasure to be able to read the people you meet in all walks of life?

This knowledge makes you master of every situation.

Self-Esteem and Firmness are shown in these lips.

No. 13.

Conjugality, Parental Love, Amativeness and Friendship are shown in these lips.

No. 14.

Introduction

THERE is no Science or Art in the world that is so universally needed as that of Character Reading.

All human beings and even dogs, horses and other animals have their methods of reading character. The dog studies the face of his master and understands his moods. The child studies its parents and soon discovers their weakness and strong points and adapts himself accordingly. The parents study the children. The husband and wife study each other. The business man, the salesman, doctor, minister, lawyer, detective, mechanic--all, consciously or unconsciously, read and study the characteristics of the people whom they meet, live with or deal with. They are compelled to do so. Business and social success demands it.

Therefore, when all are compelled to deal with children, friends, relations and strangers and to sum up as best they can, why not learn how to do it correctly? There is a correct way to do it. The purpose of this book is to show the way, and to do it in the easiest and most practical manner, that is, by illustration. Some of these illustrations are figurative, and some are somewhat overdrawn, but this has been done purposely to make them striking and easily remembered. The aim of the book is to teach character reading and to simplify its teaching.

When Parents tell me that they think it best to let a child work at whatever he wishes to, I always wonder if they would encourage the boy if he would wish to make application to the manager of a circus for a job?

If a boy is fond of horses would he make the best Farmer, Jockey, Prop. of a Livery Stable, Groom, Coachman, Horse Buyer, Teamster, or Veterinary Surgeon?

If a girl is fond of dressing dolls, is it safe to say she could be a successful Dressmaker?

If a boy is fond of playing with bottles would he make the best Doctor or Bartender?

PREFACE

The Spot Beneath Your Hat

It's all beneath your hat, Reader; underneath the place where you part your hair, that is where thought lies. That is the spot that makes you rich or poor, a success or failure.

You are straining every nerve to help your family, improve your income, and increase your happiness. You are taking advantage of every possible thing that will help you in the struggle for success and that will help you to fill the niche that nature made you for, and help you to get the most money out of your present business. You have got to do it or fall behind your neighbors.

If you are a parent you are deeply interested in the successful attainments of your children.

If a young man or woman you want to know which trade, business or profession you can make the most money at and how to overcome your faults and develop your talents. All intelligent, progressive and up-to-date people know that their success depends upon the proper use of their brains and physical powers, in either a mechanical, financial, literary, moral, social, artistic, or scientific direction. You know that the people who make the most money make it by the best use of their brains —not their hands.

If for the mere cost of a handful of cigars or a feather in your hat you could add at once to your present knowledge and experience the knowledge of what you can and can't succeed with, the talents and abilities of your children, and a hundred other things that you wish every day to know, you'd be mighty glad to do it, wouldn't you?

You know who said that this world is only a stage, and we the players. What is your part? Are you a supper, a scene shifter for the other fellow; do you rattle the tin to make thunder for the hero, or are you the hero or the heroine and are the people looking your way, and can you hand them the goods!

There are hundreds and thousands of men and women whose daily struggle is very hard just because they do not use their brains. They let someone else do their thinking. They have not singled out of the crowd and taken the way to success.

You see it in the yearning young doctor whom nature never intended for the position to which he has called himself. You see it in the occasional preacher, who has mistaken some other voice for that of the Lord, and who, misguided, has stepped up into the pulpit. You see it in the musician, who forsakes the useful life in the common daily round in the vain hope of startling a waiting, hungry world. Ah, the world is full of wrecks and the army of misfits are crowding us so. You see them on every side, in the office, in the store, in the workshop, and in the professions.

It is you the world wants; it does not want a copy. We want you, the only and original self. You have your niche: have you found it? You are here on this footstool to do something that no one else who ever lived, or ever will live, can do and that thing is to be yourself.

Therefore, it is up to you to brush the cobwebs of your brain and move on to Success. The Up-to-date Chart, this Secret of Success, tells you how to do it. How to use that spot beneath your hat. Never was it more truly said that the secret of success lies in your own hands. Put it in the hands of your [illegible] and show them how to make their mark in the world. [illegible] will think kindly of you for the act which will [illegible] set influences that will not cease even when [illegible] the other shore.

As you and your family endeavor to succeed, to make money and to make your mark in the world, your neighbors, friends, and even thy Creator are watching, admiring and applauding. With the confident belief that this book will enable you to win the applause [illegible] is launched on the sea of literature to accomplish the mission of placing persons on the pedestal of Success who otherwise would live and die in obscurity.

Yours for success,

H. C. KEMP

The Story the Street-Car Tells

No. 16

The Failure and the Success

Side by side they sit;---one filling an important position in the world---the other poorly paid and discontented. The difference between them is due to the fact that one man selected his vocation because he thought he would like to work at that particular job. The successful man selected his vocation because he had talent for it.

YOU have often heard others say, and possibly made the remark yourself, that "Mr. So-and-So is Scienced in Finance or Mathematics or Boxing, etc;" or that "Miss So-and-So is Scienced in Music, or Dancing, or Painting, or Cooking, etc. You know there is the Scientific way of doing things; there is also the Haphazard way, and you know which is the best. It is just the same with Success; it, like other Scientific Subjects, must be studied, for it depends upon the following conditions:

Hereditary environments.

Physical and mental growth.

Development of weak faculties.

Restraint of excessive faculties.

Education, both general and special.

Religious culture.

Social culture.

Magnetic culture.

Capital.

Reputation, mutual assistance of prominent people.

Special talent.

Selection of that work for which the person is adapted.

Concentration of efforts.

Self-confidence.

Memory-culture.

The Secrets of Success are comprehended in the following important rules:

1. Begin with that for which you have talent.
2. Centralize your energies.
3. Take excellent care of your health.
4. Save your money.
5. Prepare for opportunities.
6. Improve your vitality.
7. Develop habits of industry and money-making.
8. Work for noble ends.
9. Develop social magnetism.
10. Conserve your sexual fluids.
11. Develop confidence in your own abilities.
12. Develop an optimistic state of mind. Expect success; talk success.
13. Never quarrel with the people.
14. Be honest in your dealings with the people, and the people will patronize you.
15. Never associate too much with the unimportant people.
16. Do your business with the people, and let the people attend to their business. Never permit idlers in your office, nor in your store, nor around yourself.
17. Associate with cultured people.
18. Act unseen as much as you can. People should not know your business.
19. Educate yourself for your work.
20. Do good work for those for whom you work.
21. Create a demand for your goods.
22. Stay out of overcrowded fields of industry.
23. Go into new industries and popular fields. Handle such goods that are in demand.
24. Study industries and industrial statistics.
25. Manufacture, handle or sell that which the people need.
26. Select partners, servants, helpers, lawyers, wife, or husband, as the case may be, who can increase your business, who can help you in your industry.
27. Study production and consumption.
28. Seek good business advice.
29. Study the past experience of successful people.
30. Study causes of failure and causes of success.
31. Agree with the people. The secret of success is to agree with the people, but this does not mean that you should make yourself common and familiar.
32. Never tell people a single word about your business; keep everything to yourself. If you talk about your business to friend and foe, your business affairs will be known, and this will very likely defeat you.
33. If you buy this book do not show it to your friends; do not tell them you consulted a Character Reader.
34. Do not speculate, unless you are a financial expert.

These are the secrets of success. These are the rules that successful people go by, according to their own statements.

We have interviewed hundreds of successful people, and the above rules were the secrets of their success. These are invaluable rules.

The Secret of Personal Success is a subject that all progressive and intelligent people are interested in, either for themselves or their children.

There is nothing supernatural about success. It is no gift of the gods to be tossed into your neighbour's lap and withheld from yours.

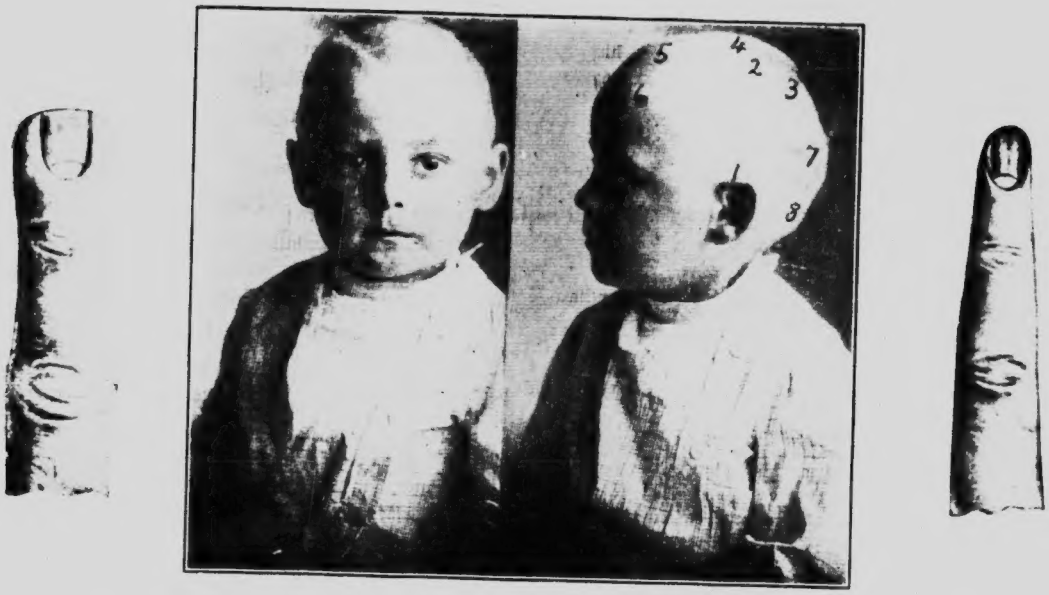
There's No Magic About It.

The stage "magician" easily extracts a bushel of flowers from a rolled sheet of paper, not because he possesses occult power, but just because he has been trained to do the trick by someone that knew how.

You can be a chief performer at a big salary, one of the main men in life's big show, where the people gape and gaze in wonder. It is all posible. You may have old clothes and yet be the real thing. The trouble with you has been that you have not considered yourself high enough. You are just a little lower than the angels; you are a man, not a monkey chattering from a limb, or a mouse nibbling cheese in the dark. You are a man to weigh things, to say yes and no, to face your fellows squarely and fairly and to let them lump it if they don't like it.

Why He Did Not Get On

He had low ideals.
He did not care to take chances.
He had two many irons in the fire.
He tried to give his relatives a chance.
He was never a whole man at anything.
He thought a good business should run itself.
He did not appreciate the value of appearance.
He was afraid to burn the bridges behind him.
His rude manners drove customers from his store.
He loved his pipe and a story better than his work.
He could not concentrate all his powers on his task.
He did not know how to duplicate himself in others.
He let gruff, indifferent clerks drive away his business.
He trusted incompetent friends with responsible positions.
He would not change fairly good methods for better ones.
He did things over and over again, because he lacked system.
He thought he knew all there was to know about his business.
He tried to economize by cutting down his advertising appropriation.
He was a good, honest man, but did not do business in a business way.



No. 18

No. 19

Picture two brothers raised on the same farm going to the same little red schoolhouse ploughing the same fields, raking the same hay, and putting their boots behind the same stove. But one brother used his hands, while the other used his brains. The former kept moving the plough, but the other dropped it and moved west.

One man speaks to-day and 40,000 men are affected, and Wall Street wonders. The other man speaks, but his language is, "Whoa, back, there! back up now! gee a bit!" The horses on the farm understand him, and back into the barn.

You see it on every side; in the city, town or hamlet

One church crowded, the other with a scanty congregation.

One man bank manager, and the chum of his childhood still at the books.

One child the leader, the others led.

Why is it?

A close enquiry into the cause revealed the fact that the fault was not in the person, but that serious errors had been committed in selecting the occupation or position which he was to fill, and these errors were either the result of neglect, false economy, or gross ignorance of the matter in hand—often the latter.

To cultivate the talents and gifts possessed by all of us, in a greater or less degree, to the best of our individual ability, without reference to others, is the paramount duty of every human being To develop our three-fold nature, **Moral, Intellectual and Physical** to its highest possibility, should be the supreme object of living.

No one will ever truly succeed who does not fill the niche that nature made him for.

Servant girls are trying to teach; natural teachers are tending stores; good farmers are murdering law.

Natural statesmen are pounding shoe lasts, while other shoemakers are cobbling in legislative halls. Good mechanics and electricians are trying to preach sermons, and wonder why their congregations continue to sleep.

No. 23

MR. CHAS. G. BUSH

Cartoonist for the New York World.

Has large perceptive and analytical faculties.

Always look for sentiment in these two regions of the head. There are no other sentiments and no other places to look for them. We say this with absolute certainty

No. 20

REV. DR. JONES
New York City.
No. 21

DANIEL WILLARD

Appointed Vice-President of the Chicago, Burlington and Quincy Railroad. Twelve years ago he was one of the Company's engine drivers.

No. 22

The qualifications for a Clergyman are Mental Temperament, to give power of brain and intelligence, and the largest, most active, and most powerful organs must be Veneration, to give adoration, deference and submission. Conscientiousness, to give love of justice and honesty. Spirituality, to give faith, trust and inspiration. Language, to give memory of words and fluency of speech. Eventuality, to give memory of facts, events and history. Comparison, to give analysis, illustration, induction. Benevolence, to give sympathy, kindness and mercy. Self-Esteem to give confidence, dignity and authority, becoming to the profession: and Friendship, to give sociability and love of friends

Without these natural qualifications no sensible person would expect to succeed. What about the students who are "plucked?" Do they lack **desire to succeed and love for the profession,** or do they lack talent and executive powers? **What about the teachers** who hold first-class certificates, but lack the executive power to enforce discipline? They can teach the children, but can't manage them. In other words, they are not the most successful teachers. The fact is a teacher must have a mental temperament (that is Brain power stronger than Vital or Muscular power) and the organs of Eventuality, Form, Language, Calculation, and Locality, large or very large, to give the talent, and the organs of Force, Destructiveness, Self-Esteem, and Firmness to give Executive power. And if they have large Benevolence, Agreeableness and Friendship they will rule by love rather than by fear.

Reader!

You have plenty of good brains; still, remember, no one can use them but you.

There are opportunities all about us, do you recognize those intended for you?

None has understood you, you do not understand yourself, but you can study the character that is in you.

If you are a parent, no one is as much interested in your children as your matrimonial companion and you

A careful study of this chart will repay you in after life with a usury of profit beyond your most sanguine dreams, while the disregard for a knowledge of your

JOHN EMERY McLEAN.
Assistant Editor of "The Arena."

own powers will make you dwindle both in intellectual and moral stature beyond your darkest reckonings.

An up-to-date chart has proved a stimulus and an uplift to tens of thousands of men and women, young and old, who, but for the inspiration thus gained, would have been contented to live lives of humdrum mediocrity, instead of pressing forward, determined to take their places among the successful, the triumphant and well-to-do. No one can study a chart without interest and real profit. "Knowledge is power," and this is emphatically true of a knowledge of one's own character, Disposition and Abilities. He who has it is "Master of the Situation," and anybody may have it who will, and find in it the "Secret of Success," and the road to the greatest personal improvement. Read it, study it, practice it, and learn to make your very obstacles stepping stones to success. It will help you to fill the niche that nature made you for. It will help you to higher salary. It will help you to make your business successful. It will help you in the choice of a matrimonial companion. It will make you worth more to yourself, to others and to the world. It has done so for thousands of others; it will do so for you.

Concentration

The **power** of **voluntary** concentration is to be found in the elements of Firmness, Self-Esteem, Continuity and Combativeness. With these four elements and Individuality one can concentrate his intellectual faculties on any subject he chooses and as long as he desires.

Very simple when one understands it.

PATENT APPLIED FOR.

Tourist: "What is your idea in working with the wire rope on
Native: "It ain't my idea, it's my boss's—there's a circus in town

A Very Important Page for Parents

How to Lead Children

There is no rule by which children can be handled—the composite make-up of the human mind makes null and void the universal practicality of a rule. The very best way is to understand children—to understand them part by part or elementally. Each child is composed of fundamental elements. Each inherits these in different degrees of strength. A very accurate knowledge of the individual and relative strength of these faculties in a child is the only reliable basis of leading children properly. Without this knowledge, parents and teachers have to experiment with children and then never truly know whether they are proceeding in the proper way or not. What we mean by the proper way is that way that will best fit the child for future Self-Control, Success, Health and Happiness.

Any child can be led if fully known. Every child has some strong faculties or at least some that are stronger than others. Paradoxical as it may seem, in one sense these are the child's weaknesses. He will give attention through them. By means of these strong faculties he may be led into a higher channel. When a boy has a round, full backhead like No. 18 he can be led easily by means of his affections. He will respond quickly to friendly approaches. He likes to be loved and petted. He will be interested, too, in pets of some kind—a dog, pony, parrot, or pig.

By means of these he can be led into the study of natural history and science if properly handled.

Parents and teachers should know what heads mean. They should know the faculties that are located in the different parts of the head. Very much safer would be their guidance and successful their government of children.

SPECIFIC KINDS OF CHILD NATURE.

Any distinct kind of child nature is made up of distinct faculties.

VICIOUS child nature has large Destructiveness for its center, with Combativeness and Amativeness usually large and Benevolence and Conscientiousness negative. Destructiveness is the central element of viciousness. No one can be vicious in a brutal sense without a strong degree of this faculty. See ill. No. 18.

STUBBORN child nature is made up principally of Firmness, Approbativeness and Combativeness. If this is of a very forceful kind, Destructiveness is added. See ill. No. 18.

SENSITIVE child nature is made up of Approbativeness, Cautiousness, Benevolence and Veneration, with deficient Combativeness and Self-Esteem. See ill. No. 19.

LYING child nature is made up principally of Approbativeness, Sublimity, Spirituality and Secretiveness, with deficient Conscientiousness and Self-Esteem.

The two essential elements of MORAL child nature are Conscientiousness and Benevolence.

AFFECTIONATE child nature is made up of Friendship and Amativeness, with deficient Self-Esteem, Combativeness, Destructiveness and Firmness. See ill. No. 19.

STUDIOUS child nature of the positive type is made up of Causality, Comparison, Eventuality, Ideality and Spirituality. These give a positive, inherent love of study. If Approbativeness and Conscientiousness are also large there will be an ambitious, conscientious love of study.

PLAYFUL child nature has its seat in Destructiveness with three special assistants—Mirthfulness, Amativeness and Combativeness. These four faculties predominant will make any child love games and all plays that are amusing.

TIMID child nature is made up of Cautiousness, Vitativeness and Spirituality, without Combativeness and Self-Esteem. See ill. No. 19.

The Up-to-Date Character-Building Chart

Build up the creative qualities and destroy the destructive qualities by the adoption of a daily system that will kill negative, health-wrecking ideas, and promote right-thinking

Taking stock of one's character with an up-to-date self-stock-taking chart is just as necessary for one who wishes to build up the character and cultivate the success winning talents as it is necessary for the mer chant who wishes to build up his business and increase his trade

"What the superior man seeks is in himself: what the small man seeks is in others."

Merchants take account of their stock at least once a year. Grocers must know if the canned goods are accumulating, or half the tea boxes are empty; dry goods merchants must list their muslins, merinos, silks and ribbons, to decide in what quantities to buy next time, so that the coming year may be more successful than the last.

Whatever your business may be, your character—your personality—is your chief stock in trade. Did you ever take stock of your character? How do you know you are not carrying an over-supply of qualities that are not only dead stock, but also tend to lessen your success receipts?

Are you too sensitive and touchy to what others may say about you? Would you not give much to be able overcome it? You know you have talents, but have n. the courage, ambition, or self-confidence. Which one is weak, or are they all deficient?

Carry two degrees less of Approbativeness, then you will be a leader instead of a follower.

What a splendid idea to take stock of your mental and physical powers and see just where the fault is. Sometimes you feel "out of sorts," "sick," "blue," or not fit for work, much less for business or society. What is the trouble? Is there a deficiency of hope, mirth, or have you dyspepsia? This chart will show you where the weak link is and how to make it strong.

When we are anxious to arrive at a certain place, we walk in the path that leads thither, not in another direction. We seek the most direct road, and not the by-paths that lead we know not whither. We walk for a purpose and not as if dawdling were our only plan. Why should we act differently when we start for success in life?

What would you think of a youth who starts to attain success, and whose every step is on the road to failure? He talks failure, thinks failure, and reads only of failure—nothing inspiring. His conversation is loose, slipshod, and has nothing in it but failure. His careless shuffle, a substitute for a walk is a failure. His clothes hang on him like a shirt on a scarecrow. His soiled linen, his unkept hair, his filthy finger nails, his dusty clothes and muddy shoes are failures. Every sentence in his letter applying for a position is a failure. He looks like a failure, acts like a failure. Everything he does makes for failure, every guide-board he heeds points to failure, and yet he wonders why he does not arrive at the success goal.

That man has failed who has not been able to keep a good opinion of himself.

There is an encouraging thing about cultivating good qualities: every one that is built up strengthens some other, and makes less work to do in building up the latter. Strengthen good temper, and politeness is easy, patience is natural and you will show less lack of tact. Let love enter your heart, and charity for the shortcomings of others, and generosity and politeness are half secured. Brace up your courage, and your anxiety, despair, and indecision will disappear. So it is, on through the list, however long you may make it in your self-analysis. Every time you build up a success-quality, you help the whole success family. Every day that you conquer some besetting fault, you make not only that fault, but also several others, have less power over you.

In the past much of the effort to build up character has been dwelling on faults. Parents have reminded their children, a hundred times a day, of some defect, until the poor children have had that failing constantly in mind with the fixed idea that it was branded into their natures, and that it was not of much use to try to be different. This way of trying to build up character is a good deal like trying to attain success by thinking all the time of failure. Continual thinking about defects in character, one's sins and faults, will impress them and make them harder to eradicate. We gradually become negative to good qualities by dwelling upon destructive characteristics. By reading continually of diseases, medical students often experience symptoms of those diseases, and sometimes the maladies themselves. Similarly we may acquire success or happiness.

The way to guide your thoughts and train your mind

A double chart is here presented, giving the success-qualities, and also showing the undesirable opposites—the elements of failure. No one can read the success side without feeling an uplift or a good influence merely from seeing the names of the virtues that have been responsible for all the good and noble things in history; just as truly no one can read the failure side—the negative side—without receiving a disagreeable impression a feeling of discord, a realization of things that harm or kill.

Learn to live content with small means; to seek elegance rather than luxury, and refinement rather than fashion; to be worthy, not respectable; and wealthy, not rich; to study hard, think quietly, talk gently, act frankly; to listen to stars and birds, babes and sages with open heart, to bear all cheerfully, do all bravely, await occasions, hurry never; in a word, to let the spiritual, unbidden and unconscious, grow up through the commonplace. To expel all miserable suggestions, all destroying, discouraging, disheartening thoughts. Encourage and cherish thoughts which bring life-power, health, vigor, and good cheer, and soon you will find that there will be a mental uplift: everything will take on a hopeful character, the absolute perfection of thoughts. The soul that would win, that would dominate, must contemplate perpetually the elements which mark the dominant character. Vigor, intelligence, courage, boldness, wisdom, persistence, decision, firmness, wholeness must be, not occasional visitors, but perpetual guests of the mind. After a little while, it will not be hard to expel the thoughts that cripple life and throw a black shadow across it. We shall find that health and power are born of right thinking.

Success versus Failure

Character-Building Chart

But now ye also put off all these: anger, wrath, malice, blasphemy, filthy communication out of your mouth. Lie not one to another, seeing that ye have put off the old man with his deeds, and have put on the new man which is renewed in knowledge after the image of Him that created him.—Colossians, III. 8, 9.

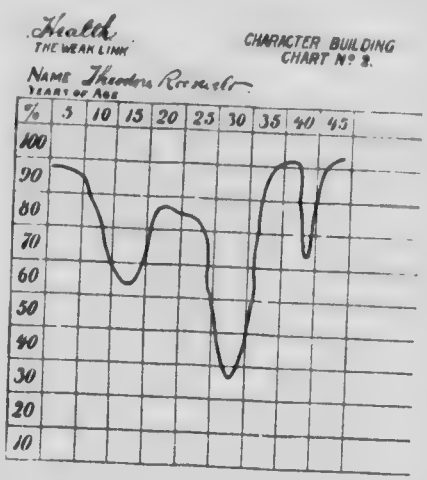
Finally, brethren, whatsoever things are true, whatsoever things are honest, whatsoever things are just, whatsoever things are pure, whatsoever things are lovely whatsoever things are of good report: if there be any virtue, and if there be any praise, think of these things.—Philippians, 4: 8

Success-Qualities CREATIVE "Think on these things."	Failure-Qualities DESTRUCTIVE "Put off all these."
	Per Cent.
HEALTH	DISEASE
AMBITION	SHIFTLESSNESS
HONESTY	DISHONESTY
TRUTHFULNESS	UNTRUTHFULN'S
PURITY	IMPURITY
TEMPERANCE	INTEMPERANCE
LOVE	HATE
SELF-CONTROL	IRRITABILITY
PATIENCE	IMPATIENCE
TOLERANCE	INTOLERANCE
CHEERFULNESS	DEPRESSION
SERENITY	ANXIETY
HOPE	DESPAIR
SELF-RESPECT	SELF DEPRECIA'N
SELF - RELIANCE	DEPENDENCE
COURAGE	FEAR
DECISION	INDECISION
PURPOSE	AIMLESSNESS
UP-TO-DATENESS	OLD-FOGYISM
ORIGINALITY	IMITATION
ENERGY	SLUGGISHNESS
COMMON SENSE	Impracticability
INITIATIVE	INERTIA
ENTERPRISE	POKINESS
ENTHUSIASM	APATHY
CONCENTRATION	SCATTERATION
EXECUTIVE ABY	INCAPACITY
INDUSTRY	IDLENESS
Stick-to-it-iveness	Changeableness
GRIT	YIELDINGNESS
THOROUGHNESS	CARELESSNESS
NEATNESS	UNTIDINESS
SYSTEM	CONFUSION
DISPATCH	DILATORINESS
PUNCTUALITY	TARDINESS
JUDGMENT	RASHNESS
TACT	MALADROITESS
GOOD MANNERS	RUDENESS
GENEROSITY	STINGINESS
ECONOMY	EXTRAVAGANCE
OBSERVATION	HEEDLESSNESS
SCHOLARSHIP	IGNORANCE
INDEPENDENCE	SENSITIVENESS

Make it all ZERO on the Failure Side.

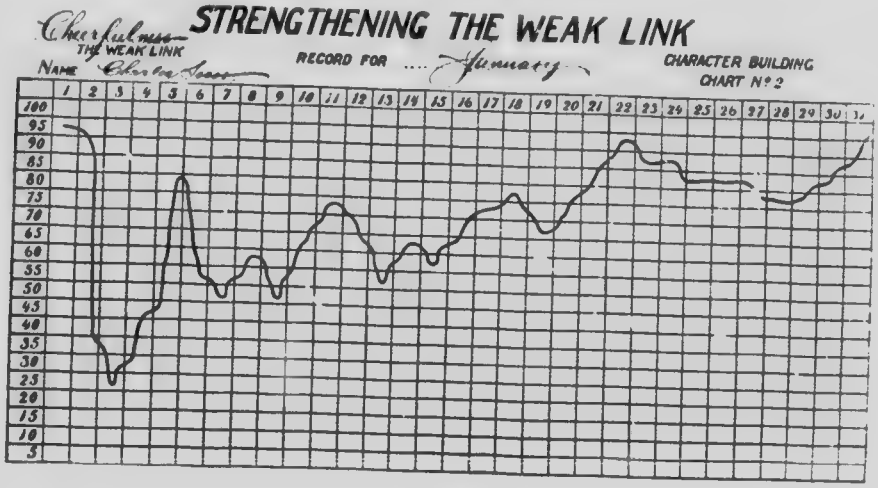
Strengthening the Weak Link

Perfectly balanced people are rare. In the self-analysis system suggested in the Character-Building Chart, everyone will find one or more weak links in the chain of human qualities. Perhaps, if you will take an inventory of your characteristics, you will find that you are weak in some qualities that it would be desirable to have strong. What is to be done about it? You certainly will not rest content with the knowledge that you are deficient. If you have the right material in you, you will set to work to build up these faulty members. If you have filled out a chart, such as was indicated in the Character-Building Chart, you have work laid out. There's promptness, perhaps, in which you could not conscientiously give yourself over forty five per cent. You must pay special attention to promptness, and note each improvement for encouragement, each failure for warning. We publish below a little chart which should enable you to keep a record of your progress, so you can look back over the days, or the weeks that have gone, and see wherein you have succeeded, and when you have failed to keep on the upward march toward health and contentment.

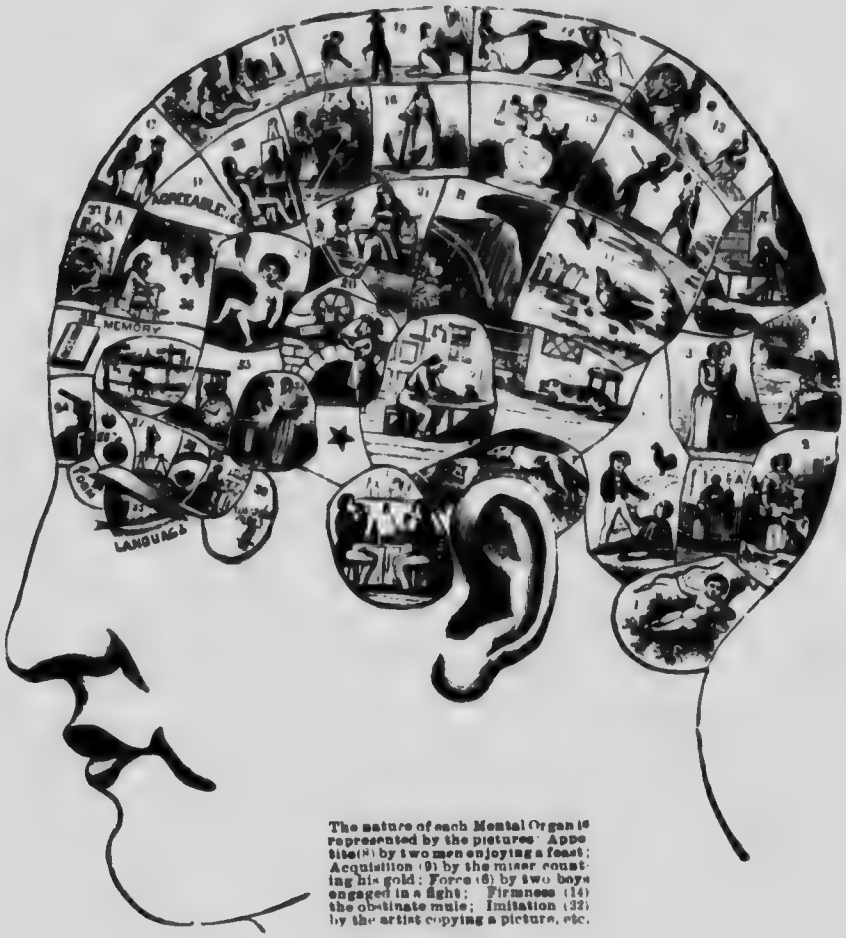


In the sample chart, cheerfulness has been taken as a quality easily cultivated, and very important in its relation to all our life. It is not hard to determine during what part of the day you have been cheerful, and what part has been invaded by gloom, despondency, or doubt. The zigzag line shows that Charles Secor had no easy task to correct his fault, but determination kept the line headed upward after every failure. He was of a despondent nature, to begin with, but the evidence of the chart shows that he kept resolutely to his task of being more cheerful day by day. The first two days he progressed well. He was happy, and thought that, by being cheerful, he could get through life easily. On the second evening, a thaw came and spoiled a skating party. He sulked nearly all the next day. Then he realized how foolish he was, and managed to get into a better frame of mind, though not rising to the buoyancy of the preceding day. He had a few ups and downs, and then set himself to live up to his resolve so firmly that he could mark the line on his chart well toward the top again. After this, occasionally some disappointment sent his spirits down, but never to the depths of the preceding year.

One might easily imagine a chart marked out for the health-quality of President Roosevelt, and it would illustrate a way to overcome a handicap. Starting with ordinary health as a child Mr. Roosevelt contracted illness. The line would have to drop, perhaps from 90 to 60. Exercise during college raised the average possibly to 80; soon after, ill-health came, and an alarming drop in the percentage line followed. Then he went West to regain health. As the free life and mountain air did their noble work, the line steadily mounted until it ranged near the top line of the chart. The strain of official life and the Cuban campaign occasionally caused a drop, but not for very long.



SYMBOLICAL HEAD



The nature of each Mental Organ is represented by the pictures: Appetite (8) by two men enjoying a feast; Acquisition (9) by the miser counting his gold; Force (6) by two boys engaged in a fight; Firmness (14) the obstinate mule; Imitation (22) by the artist copying a picture, etc.

No. 25.

See Key and full explanations on next pages.

Explanations of Symbolical Head

This symbolic head is designed to show the location of the phrenological organs and to illustrate their natural functions. It does not represent the form of either a typical male or female head, but a composite of both.

The organs are all double, like the eyes and ears, so that each hemisphere of the brain contains one of each pair. Hence to judge the development of any organ in the side head, we estimate the diameter of the cranium at the centre of the space indicated on the diagram. The organs adjoining or near the middle line of the forehead, top or back head, should be measured by the distance from the opening of the ear, which is opposite the medullah oblongata or basis of brain growth. We never look for hills and hollows. The popular notion of "bumps" is totally erroneous and without authority.

The boundaries of the organs at the surface, like the colors in the rainbow, cannot be defined absolutely. See ills. Nos. 53, 54, 55, and there are no angular divisions in the brain. The areas are delineated in this manner for the greater convenience of learners.

Following are the names and definitions of the mental faculties.

1. **Amativeness.**—Love of the opposite sex.

A. **Conjugal Love.**—Union for life, pairing instinct, marriage.

2. **Parental Love.**—Love for children, animals and pets.

3. **Friendship.**—Sociability, love of friends.

4. **Inhabitativeness.**—Love of home and country, patriotism.

5. **Continuity.**—Application, patience, perseverance, diligence.

6. **Combativeness.**—Defence, courage, criticism, love of opposition.

7. **Destructiveness.**—Energy, executiveness.

8. **Alimentiveness.**—Appetite for food, etc.

♦ **Bibatiousness.**—Appetite for water, etc.

9. **Acquisitiveness.**—Frugality, economy.

10. **Secretiveness.**—Self-control, policy, cunning, management.

11. **Cautiousness.**—Guardedness, care-taking, fear, solicitude.

12. **Approbativeness.**—Love of applause and display, sensitiveness.

13. **Self-Esteem.**—Independence, dignity, authority, self-respect.

14. **Firmness.**—Stability, perseverance, steadfastness.

15. **Conscientiousness.**—Love of justice, honesty, regard for duty.

16. **Hope.**—Expectation, anticipation.

17. **Spirituality.**—Faith, trust, inspiration.

18. **Veneration.**—Adoration, deference, submission, love of prayer.

19. **Benevolence.**—Sympathy, kindness.

20. **Constructiveness.**—Mechanism, invention, manual skill.

21. **Ideality.**—Love of beauty, poetry, art.

B. **Sublimity.**—Love of the grand, vast, magnificent, imagination.

22. **Imitation.**—Copying, aptitude for mimicry.

23. **Mirth.**—Wit, sense of the comic.

24. **Individuality.**—Specific observation, curiosity, desire to see.

25. **Form.**—Memory of faces, drawing talent.

26. **Size.**—Measurement of quantity, distance.

27. **Weight.**—Control of motion, balancing.

28. **Color.**—Discernment and love of colors.

29. **Order.**—Method, system, neatness.

30. **Calculation.**—Mental arithmetic, memory of numbers.

31. **Locality.**—Memory of place, position, geographical talent.

32. **Eventuality.**—Memory of facts, events, history.

33. **Time.**—Telling when, time of day, dates.

34. **Tune.**—Love of music, sense of harmony.

35. **Language.**—Memory of words, fluency of speech, oratorical ability.

36. **Causality.**—Planning, thinking, philosophy, reason.

37. **Comparison.**—Analysis, illustration, induction, criticism, sagacity.

C. **Human Nature.**—Sense of character, motives, suspicion.

D. **Agreeableness.**—Pleasantness, blandness, politeness, blarney.

The brain is the organ of the mind; according to its size, quality, health, culture and developments will there be mental manifestation. The forehead is the seat of Intellect—the knowing faculties; the lower, back-head of the Affections; the side-head of the executive, propelling, constructive and economical powers; the top-head of the moral, spiritual, [illegible] sentiments. And all these are subdivided as seen in the pictorial head.

Reader, yo[illegible] like an unexplored region. There may be more of riches, knowledge, health and happiness in it for y[illegible] large fortune would confer

THE SIX PHRENOLOGICAL REGIONS AND THEIR COLLECTIVE FUNCTIONS, BY EUGIO PRIETO, OF CUBA.

As the geographer divides the earth, by natural or arbitrary boundaries, into continents, nations, etc., so the phrenologist divides the head into regions, groups and organs, according to analogy of function.

1. **Impulsive Region,** or Selfish Propensities. Object: The exigence of life; the struggle for existence. It comprises 7 organs, specified below.

2. **Social Region,** or Domestic Propensities. The wants of family and home; co-operative life. It comprises 5 organs, specified below.

3. **Rulership,** or Selfish Sentiments. Mental cohesion, emulation, ambition; self control; beginning of all government. 4 organs.

4. **Semi-Intellectual or Perfecting Region.** Object: art, beauty, æsthetics. It contains 5 organs. See function below.

5. **Intellectual Region.** Related with the physical and metaphysical worlds; 3 groups and 16 organs. *Perceptive, or observing group*, 6 organs; *Recollective*, 6; and *understanding, reasoning or reflective*, 4 organs, specified below.

6. **Spiritual, or Moral and Religious Region.** It is the sky-light and throne of the soul: stimulating the noblest sentiments of man and restraining passion. 5 organs, specified below.

THE PHRENOLOGICAL ORGANS PERSONIFIED, AFTER O. S. AND L. N. FOWLER, WITH AN IDEA OF THEIR FUNCTIONS.

Impulsive Region or Selfish Propensities

1. Vitativeness—love of life, recuperative force ..... The hygienist
2. Alimentiveness—appetite — solids and liquids...The good feeder
3. Destructiveness—executiveness ..... The exterminator
4. Combativeness, or Force..... The champion, the debater
5. Acquisitiveness—industry, saving..... The economist
6. Secretiveness—reserve, policy..... The diplomat
7. Cautiousness—vigilance ..... The sentinel

Social Region or Domestic Propensities

1. Amativeness, or Reproduction—love of opposite sex. The lover
2. Conjugality—pairing instinct..... The faithful husband
3. Philoprogenitiveness, or Parental Love.... The affectionate father
4. Adhesiveness, or Friendship..... The consider
5. Inhabitiveness—love of home, country..... The patriot

Rulership or Selfish Sentiments

1. Concentration—application, assiduity ..... The finisher
2. Approbativeness—praise, emulation, distinction The aristocrat
3. Self-esteem, or Dignity..... The ruler
4. Firmness—stability, persistence..... The conqueror

Semi-Intellectual, or Perfecting Region

1. Constructiveness—dexterity, skill.....The mechanic, the inventor
2. Ideality—desire to improve, taste, refinement The artist, the poet
3. Sublimity—grandeur in nature and art..... The romantic
4. Imitation—copying, gesture.....The actor, the mimic
5. Agreeableness, or Suavity..... The winsome

Intellectual Region, 3 groups, 16 organs, thus

Perceptive group.

1. Individuality, or observation..... The sharpeyes
2. Form, or variety of shapes, forms The delineator
3. Size, or distance The measurer
4. Weight, or resistance The ropewalker, mesmerist
5. Color, perception of hues and tints ..... The colorist
6. Order, method, neatness The systematizer

Recollecting or Retentive Group

1. Eventuality, memory of facts The historian
2. Locality, memory of places The geographer, traveller
3. Time, memory of dates, compass, music The chronologist
4. Tune, modulation, melody The musician
5. Calculation, memory of figures The arithmetician
6. Language, verbal expression The orator

Reasoning or Reflective Group

1. Comparison—analysis, classification....The generalizer, the critic
2. Causality, the why and wherefore The investigator, the thinker
3. Wit, or Mirth..... The humorist
4. Human Nature, or Intuition—perception of motives The detective

Spiritual or Moral & Religious Peg.

1. Benevolence, or sympathy The philanthropist
2. Veneration, or Reverence, worship, meekness The divine
3. Spirituality, or Marvellousness, the light within, faith The seer
4. Hope, or immortality, the great beyond The prophet
5. Conscience, or Integrity The righteous judge

Phrenology is to the educator and the legislator what the compass is to the mariner, or the X-rays to modern surgery—the guide. It is high time we investigate what man carries above his shoulders and this useful knowledge be spread broadcast among the masses.

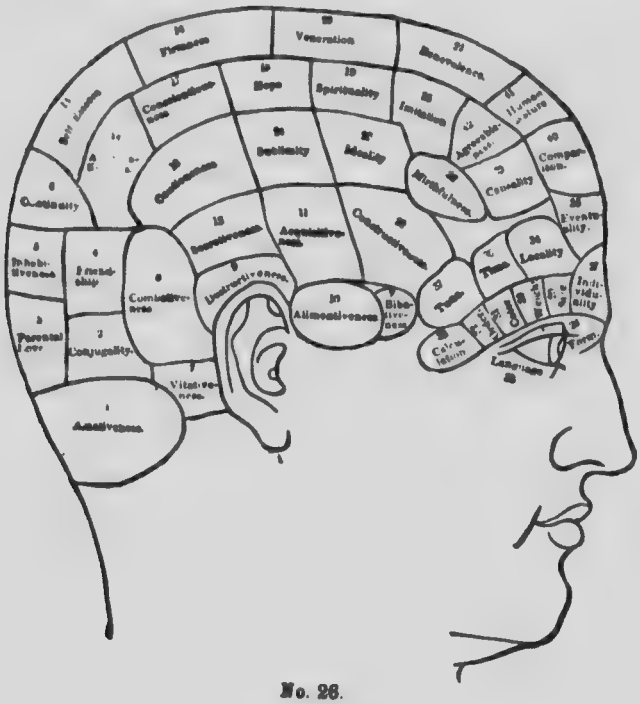
Look for Faculties

Do you know where to look for one's ears? Then you should know where to look for one's faculties. Faculties are not like fleas. You can put your fingers on them if you know where to look for them, and if you do not know you ought to feel so ashamed of your ignorance that you could not sleep well till you learn where they were. Anyone who would be ashamed not to know where his nose is, should be exceedingly more ashamed not to know where his faculty of Destructiveness is. **Learn the localization of the Faculties** and then when you look at a head you will see something more than hair, scalp, scars, indentations, lumps and sutures.

LOOK ARIGHT

Look for sociability and affection in the back head.
Look for pride, will and ambition in the crown of the head.
Look for force, cunning and avarice in the side head.
Look for taste and constructiveness in the upper side temples.
Look for reliability, sympathy and spirituality in the whole top head.
Look for observation and practical talent in the lower forehead.
Look for thought, reason and originality in the upper forehead.

Those who do not know **exactly** where to look for faculties should be **infinitely pitied, held up to public ridicule, thoroughly humiliated,** and if in positions as Teachers, Parents, Doctors, Lawyers, Business Men and Ministers, **they refuse to learn, severely roasted.**



No. 26.

GET OUT.

Get out of **thought confusion.**
Get out of **psychological mysticism.**
Get out of **educational chaos.**
Get out of **therapeutical assumption.**
Get out of **economical nonsense.**
Get out of **spiritual indefiniteness.**
Get out of **memory schemes.**
Get out of **temperamental guessing.**
Get out of **ideal delusion.**
Get out of **superficial child study.**
Get out of **theoretical speculation.**
Get out of **general uncertainty.**

You can do so by **getting in** to your minds a **clear knowledge** of the forty-two ELEMENTS of which human minds are composed.

NO ESCAPE.

All have got to come to it. There is no escape. The **constitution of human nature** is the **standard** that all have got to come to. All theories, **isms,** and **ologies** will **necessarily** have to totter and fall when not founded upon the **constitution** of the human mind.

No. 27

PRESIDENT ROOSEVELT AS A POLICE COMMISSIONER.

Perceptive Faculties large; Comparison large; Human Nature large; Causality full; Benevolence active; Veneration moderate; Firmness very active; Independence large; Concentration moderate; Friendship active; Parental Love large; Combativeness large; Executiveness very large; Cautiousness average; Hope full; Conscientiousness large; Spirituality moderate, Imitation average; Order large.

PHRENOLOGY

(The Head)

NAMES and Functions of the Mental Faculties

TO BE MARKED according to the Principles of Phrenology in a Scale of 1 to 7.

The professional fee for marking all of the 43 faculties in a scale of 1 to 7 according to the measurements taken with the Calipers is $1.00.

7, meaning very large; 6 large; 5 full; 4 average; 3 moderate; 2 small; 1 very small.

The printed figures on the margin refers you to the Symbolical Head where you can study the location of the faculties.

1.....AMATIVENESS--The Sensulist, love, sexuality, gender, desire to love, be loved and fondled; courtesy, blending, passion, sexual admiration. The faculty of connubial love lends attractiveness to the opposite sex. And a desire to unite in wedlock and enjoy their company. *Excess:* tendency to grossness and licentiousness. *Deficiency:* indifference to the opposite sex

A... ....CONJUGALITY—The Monogamist, fidelity, mating, one love, marriage. The monogamic faculty, giving the desire to reciprocate the love of one in matrimony. *Excess:* morbid fervor of attachment. *Deficiency:* aversion to permanent union; domestic vacillation.

2.....PARENTAL LOVE—The Affectionate Parent, attachment to children, young and pets. The parental feeling disposes one to give due attention to offspring. *Excess:* idolizing children; spoiling them by improper indulgence. *Deficiency:* dislike and neglect of the young.

3.....FRIENDSHIP—The chum, fondness, sociability, love of society, desire to congregate, associate, visit, make, cling to and entertain friends. The social feeling, desire for companionship, devotion to individuals. *Excess:* undue fondness for friends and company; lonesomeness. *Deficiency:* indifference to friendly or social interests.

4.....INHABITIVENESS The Patriot, love of home and country, the place where one lives or has lived. It gives a desire for home or one place of abode, or haven of rest. *Excess:* undue exalting of country and home, and prejudice against others; homesickness. *Deficiency:* a roving, unsettled disposition, disregard for national ties.

5 .....CONTINUITY—The Finisher, application, consecutiveness, connectedness, poring over one thing till it is done, finishing as we go, steadiness, diligence Gives undivided and continued attention to one subject until it is finished.[Some have this organ small and "get too many irons in the fire." *Excess:* proxility, absence of mind or preoccupation. *Deficiency:* excessive fondness for variety; restlessness; vacillation; lack of application

E..... VITATIVENESS—The Doctor, longevity, love and tenacity of life, resisting disease, toughness, constitution, hardihood. The love of life—desire to exist. *Excess:* great love of life, dread of death. *Deficiency:* indifference to life or the care of it: tendency to suicide

6.....FORCE—The Defender, force, courage, vim; efficiency, determination, love of opposition, encounter, arguing, defence, force of character, energy and indignation. *Excess:* a quick, fault-finding, contentious disposition. *Deficiency:* submissiveness, tameness.

7..... DESTRUCTIVENESS—The Exterminator, sternness, love of tearing down, destroying, causing pain, enduring pain, revenge, roughness, cruelty, hatred, violent wrath, resolution, hardiness and severity. *Excess:* maliciousness, cruelty, vindictiveness. *Deficiency:* passiveness, inefficiency, a lack of fortitude in time of trial.

8.....ALIMENTIVENESS—The Feeder, appetite, hunger, relish, desire for food. *Excess:* gluttony, intemperance. *Deficiency:* want of appetite, daintiness; indifference in regard to food.

*.....BIBATION The Drinker, fondness for water, bathing, swimming, yachting, rowing, stimulants, water scenery, love of liquids. *Excess:* tendency to social dissipation. *Deficiency:* aversion to sea voyages and boating.

9.....ACQUISITIVENESS—The Economist, thrift, industry, frugality, the acquiring, saving, mine and thine feeling, sharpness, shrewdness. It is the principal element of industry, economy, and that provident forethought which "lays up for a rainy day" *Excess:* selfishness, avarice, covetousness. *Deficiency:* want of economy, wastfulness, prodigality

10 ..... SECRETIVENESS The Concealer, self-restraint, reserve, policy, tact, cunning, management, evasion, double dealing, art, trickery, scheming. It aids acquisition in the retention of wealth. Misdirected, or in *Excess*, it is a prime element in hypocrisy, double-dealing, and that equivocating spirit which is scarcely compatible with honesty and candor *Deficiency* want of reserve, tact or policy; good generalship requires strategy

11 .....CAUTIOUSNESS—The Sentinel, carefulness, watchfulness, securing, protecting, providing against want and danger, foreseeing and providing against prospective evils, discretion, care, vigilance, prudence, apprehends danger, is anxious and sometimes timid and irresolute *Excess:* solicitude, anxiety, hesitation, procrastination, indecision, fear, cowardice, timidity. *Deficiency:* Heedlessness, recklessness, imprudent haste, disregard of consequences.

12 ..... AMBITIVENESS—The Aristocrat, ambition, pride of character, love of publicity, popularity, office, praise, display, fame, a good name, fashion, social position, sense of honor. The desire to please, to gain admiration and popularity. It gives a desire to cultivate the amenities of social intercourse *Excess:* vanity, undue sensitiveness to praise or blame; a slave to fashion *Deficiency:* disregard of the opinion of others.

13—SELF-ESTEEM—The Ruler, dignity, self respect, independence, nobleness, love of liberty and power, the self-elevating, commanding instinct, manliness, authority, domination, self importance, majesty, governing power. *Excess:* conceit, arrogance, imperiousness. *Deficiency:* self-distrust and depreciation

14 .. .. FIRMNESS—The Refuser, stability, decision, perseverance, pertinacity, fixedness of purpose, aversion to change, indomitability, will power, reliability, capacity to endure. *Excess:* stubbornness, obstinacy. *Deficiency:* instability, unsteadiness, with "no will of his own."

15.....CONSCIENTIOUSNESS—The Jurist, integrity, moral rectitude and principle, love of right and truth, regard for duty, moral purity, promises and obligations, penitence, contrition, approval of right, condemnation of wrong *Excess:* censoriousness; great scrupulousness; self-condemnation, and undue censure. *Deficiency:* indifference to right or wrong; equivocation.

16.....HOPE The Optimist, anticipation of future success and happiness; that which looks on the bright side, buoyancy, light heartedness, cheerfulness, looks to the future, buoys the mind with enthusiastic expectations of the yet-to-be. It has a most happy influence on the individual, and is too generally found low in development, *Excess:* renders one visionary and extravagant in expectations. *Deficiency:* gives the tendency to despondency, sadness and gloom

17.....SPIRITUALITY—The Believer, intuition, prescience, prophetic guidance, the "light within," foreseeing what will be and is, second sight, faith, trust, and a satisfied state of mind, arising from a settled dependence or reliance on the nature of things, is the result of this faculty. It is an intuitive religious element, and gives rise to a belief in a superintending Providence. *Excess:* superstition, fanaticism. *Deficiency:* skepticism, incredulity.

18 .....VENERATION—The Worshipper, piety, churchism, adoration to God; reverence for religion and things sacred, love of prayer, religious observances, etc., obedience, respect, deference, awe, humility. Has a high moral influence upon the character, giving an intense aspiration for that which is supreme in holiness, purity, godliness *Excess:* idolatry, undue deference for persons. *Deficiency:* disregard for things sacred and for the aged and venerable.

19.....BENEVOLENCE—The Good Samaritan, kindness, sympathy, goodness, humanity, generosity, the neighborly, accommodating, humane, self-sacrificing, missionary spirit. The distributive moral feeling has among its definitions the desire to do good, tenderness, charity and liberality. EXCESS: morbid generosity indiscreet philanthrophy. DEFICIENCY: selfishness, indifference to the wants of others, lack of kindness and sympathy, unforgiving.

20 .....CONSTRUCTIVENESS—The Mechanic, ingenuity, manual skill, dexterity, mechanism The mechanical, planning and tool using faculty It aids in the construction of pictures, poetry, orations, lectures, books, garments, houses, ships, schemes, and all employments demanding manual or mental dexterity, and aids the inventor. EXCESS: attempting impossibilities, impractical contrivances, perpetual motions. DEFICIENCY—inability to use tools, no mechanical skill or aptitude, a bungler.

21 .....IDEALITY—The Poet, love of beauty, taste, refinement, imagination, perfection. The esthetic faculty, or love of the beautiful and perfect. It is essential in poetry, in literature, the arts, and all that is refining and pure. EXCESS: fastidiousness, romantic, "more nice than wise." DEFICIENCY; lack of taste, coarseness, vulgarity.

B .....SUBLIMITY—The Artist, perception and love of grandeur. May also be called an organ of the imagination. The stupendous in nature or art excites this faculty highly. EXCESS: it leads to exaggeration in tales or description of unusual phenomena. DEFICIENCY: inability to appreciate the grand and majestic in nature and art.

22 ... ...IMITATION -The Mimic, conformity, ability and desire to copy, take pattern, theatrical talent, the copying instinct. It enables us to adapt ourselves to society by copying manners, and is one of the chief channels by which we obtain knowledge and benefit by surrounding influences. EXCESS: mimicry, servile imitation. DEFICIENCY: oddity, eccentricity in ways and usuages, lack of conformity.

23.....MIRTHFULNESS The Laugher, disposition to joke and laugh at what is ill-timed or unbecoming, perception of the absurd and ridiculous; wit, humor, love of fun. It aids reason by ridiculing the absurd and incongruous. EXCESS: vulgar ridicule of improper subjects. DEFICIENCY: great gravity, sedateness, indifference to wit and humor, inability to appreciate a joke.

24.....INDIVIDUALITY The Looker, cognizance of individual objects, curiosity. The inquisitive, knowledge-gathering disposition, indispensable in the acquisition of physical knowledge. EXCESS: prying curiosity and inquisitiveness, each should "mind his own business." DEFICIENCY dullness of observation.

25 .....FORM—The Speller gives width between the eyes and enables us to remember proportion, symmetry, configuration and the outline shapes of things. It has to do with drawing and working by the eye EXCESS: undue sensitiveness to irregularity and want of harmony in shapes. DEFICIENCY: forgets faces and forms, and cannot draw with skill or accuracy.

26 .....SIZE - The Optic measurer, enables us to measure distances and quantities with the eye, and is represented by two apples different sizes. It judges between large and small. EXCESS: a constant comparison of size and proportion. DEFICIENCY: inability to estimate size, &c

27.....WEIGHT—The Sailor, muscular control, balancing capacity, marksmanship, adapts man to the laws of gravity, whereby he rides a horse, balances and judges the weight of things. EXCESS: disposition to climb and attempt hazardous feats of balancing, rope walking, riding vicious horses, etc. DEFICIENCY: inability to judge of weight, or to keep the centre of gravity.

28.....COLOR—The Painter, perception, love and recollection of colors. This faculty is symbolized by the rainbow. Its development enables us to discriminate, and discern hues and tints, and remember colors. EXCESS: great fondness for colors, fastidious criticism of tints. DEFICIENCY: inability to distinguish colors, color blindness.

29 .....ORDER—The Arranger, desire for method and system, having places for things and things in their places, neatness; is indicated by a housewife sweeping. When large it makes one very neat and tidy EXCESS: undue neatness. DEFICIENCY: disorder and general irregularity.

30.....CALCULATION -The Mental Arithmetican, the power to enumerate, reckon, etc , shown by a sum in long division. EXCESS: Disposition to count and "reckon" everything. DEFICIENCY: lack of talent in relation of numbers; cannot add, subtract or multiply.

31.....LOCALITY -The Traveller, the geographical faculty, keeping the point of compass in the head. The exploring faculty—love of travel and ability to remember places—illustrated by a traveller on horseback near a guide board. EXCESS: an unsettled, roving disposition. DEFICIENCY: poor memory of places; liability to lose the way.

32.....EVENTUALITY The Historian, knowledge, smartness, scholarship The historic faculty. Some people are full of anecdotal lore, and can relate occurrences and have a good memory. A book of history illustrates this organ. EXCESS: tedious relation of facts and stories. DEFICIENCY: poor memory of events, names, etc.

33 .....TIME The Timekeeper, gives a consciousness of duration, tells the time of day, helps the memory with dates and music. It is represented by an hour glass and watch. EXCESS: undue particularity in matters relating to time; drumming with foot in company to mark time of music, etc. DEFICIENCY: inability to remember dates or keep time; fails to keep engagements.

34 .....TUNE -The Natural Musician, ability to compose, remember and distinguish musical sounds; is pictorially defined by a lady playing on a harp. EXCESS: disposition to sing or play at improper times and places. DEFICIENCY: inability to distinguish or appreciate music.

35.....LANGUAGE The Talker, expression, oratorical ability, communicating by natural language, looks, gestures, actions, written or spoken words. EXCESS: redundancy of words; more words than thoughts or ideas; garrulity. DEFICIENCY: lack of verbal expression.

36.... .. CASUALITY—The Thinker and Planner, depth and comprehensiveness of mind, reasoning from cause to effects, judgment, sagacity, foresight. The ability to comprehend principles and to think abstractedly. EXCESS: too much theorizing, and impracticable philosophy. DEFICIENCY: weak in judgment; inability to think, plan or reason

37.....COMPARISON—The Critic, the analyzing, criticizing, illustrating, comparing, adapting faculty, is represented by a chemist experimenting in his laboratory. EXCESS: captious criticism; unnecessary or improper contrasts. DEFICIENCY: inability to reason by analogy.

C.....HUMAN NATURE—The Physiognomist, intuitive reading of men. The power to discern motives, character, qualities, and physiological conditions. EXCESS: violent personal prejudice, offensive criticism of character. DEFICIENCY: indiscriminating confidence in everybody.

D.....AGREEABLENESS—The Persuader, tendency to speak in a persuasive manner, and say disagreeable things agreeably, and without giving offense. EXCESS: affectation, blarney. DEFICIENCY: want of ease of manner

PHRENOLOGY

(or The Head)

The professional fee for writing answers to all of the following 25 questions is $1.00.

THE following Questions are answered according to the principles of Phrenology (or The Head) which shows your natural born talents, and enables you to observe, study, direct, culture and understand all the changes of the Human Brain and Mind from infancy to old age. Instead of allowing yourself to be a drifter on the uncertain waves of Chance, Fate, Destiny and Luck.

1. Have I much Mechanical Ability?.....
2. Have I enough Business Sharpness and Shrewdness?.....
3. In Business would I be most successful working for Myself or Others?.....
4. Do I place too much Confidence in People?.....
5. Should I guard against lending money and endorsing notes?.....
6. Do I possess Latent Talent, which, if cultivated, would make me more successful?.....
7. Can I best make my living with my Brain or Hands?.....
8. What is my greatest Talent and Ability to succeed in the World?.....
9. Have I sufficient Application, Consecutiveness and Connectedness of Thought and Action?.....
10. Am I Economical?.....
11. Am I Politic and Shrewd?.....
12. Am I Secretive and Non-Committal?.....
13. Do I become so strongly attached to my friends that they may influence me against my good judgment?.....
14. Am I a good "Reader of Men?".....
15. Do my Actions and features too plainly reveal the Sorrows and Joys which I feel?.....
16. Should I cultivate Independence and Versatali y of Manner?.....
17. Have I enough Dignity and Self-Assertion?.....
18. Have I sufficient Decision and Perseverance?.....
19. Have I good Powers of Observation?.....
20. Have I good ability to Judge and Remember Form, Shape and Outline?.....
21. Have I good Muscular Control and Judgment of the Laws of Gravity?.....
22. Have I a good memory of Colors?.....
23. Do I appreciate Order, System and Arrangement?.....
24. Have I good abilities to reckon figures "in the head?".....
25. Have I the abilities to make a success of some vocation or profession, and be independent, or would I be happier and wealthier married.....

LUCK OR LAW

¶ All Successful Men have believed that things went not by Luck, but by Law. "All the Great Captains," said Napoleon, "have performed Vast Achievements by conforming with the rules of the Art by Adjusting Efforts to Obstacles."

LUCK

¶ The man who neglects to wind the clock misses the Right Train. *The* Lucky Man *gets it.*

BE MINDFUL

¶ The man who leaves the Important Letter in his pocket does not get the Helpful Answer. *The* Lucky Man *gets it.*

¶ The man who forgets to call loses the Large Orde ucky Man *gets it.*

¶ The man who comes to the office too late misses the Big Chance. *The* Lucky Man *gets it.*

BE PROMPT

¶ The man who delays in answering the telephone does not catch the Straight Tip. *The* Lucky Man *gets it.*

BE PRESENT

¶ The man who is not there when the boss wants to fill the Vacancy Higher Up misconnects with the job. *The* Lucky Man *gets it.*

¶ The man who mislays his specifications does not make the Successful Estimate. *The* Lucky Man *gets it.*

BE ORDERLY

¶ The man who carries an odor of booze and tobacco is turned down when he Applies for a Position with the best firm in the city. *The* Lucky Man *gets it.*

INVITE SUCCESS

¶ The man who fools himself with the notion that these Lucky Tips are only shop talk of the common garden variety, does not get the benefit. *The* Lucky Man *gets it.*

¶ Be Lucky!

SUCCESS is open to all—there is no monopoly of greatness. Given health, character and brains, the poorest boy who sweeps out the office has as good a chance as the pampered child of fortune who starts his business career at a roll-top desk. The steel trust did not place Charles Schwab at the head of its gigantic concern because he was of any privileged class, but because he grew up in the business, mastering all its details with such marvellous genius that although still a boy his salary was a million dollars a year, twenty times more than that of the President of the United States. We cannot all be Charlie Schwabs, but each can better his or her condition by thoughtful, conscientious effort.

What a Man With a Mean Disposition Looks Like

In a man who has a mean disposition, all the lines of the face have a downward tendency. This is the case with his features—they are drawn downward. His nose-tip is developed downward, the corners of his eyes, of his lips, his cheeks, his head, his arms and all have a downward tendency.

The sun of cheerfulness never shines in that face! His heaven is dark and gloomy. He talks of hard times, accidents, sorrow, failure, disturbances, death, etc. His heaven is worse than hell. His God is angry with the people. His stomach is full of gas, fermentation and biliary products that are sent to the brain through the arteries, rendering his mind dark and his thoughts gloomy. Such a person is in hell all the time. At night he dreams that ghastly faces are peering at him behind some corners, or that bears, cats and snakes are after him, or that some fearful disease is ravaging his system. Thus he keeps himself in misery all the time, refusing to be comforted. He wants trouble and gets trouble. Never marry such a man.

No. 29.

He can hold two silver dollars so close to his eyes that he cannot see Love, Friendship and Peace even when they are pointed out to him. With two cents he can blot the universe out of his vision. He is so miserable, warped and ratty thru tagging in the dust of this great world's procession that people avoid him as the smallpox.

ALL THE SIGNS OF SELFISHNESS.

A closely shut, thick-lidded eye, with the upper lid pressing down so that it makes nearly a horizontal line. When there is also a furtive glance sidewise and a droop at the corner, selfishness is certain.

A thick nose, particularly just above its wings, with a tendency to turn down.

A closely shut mouth, yet thick lips, which do not show the red part very much.

A projection of the muscle under the lower lip causing it to look sullen and jealous.

A large, thick chin, especially one that is thick downward from the corners of the mouth.

A heavy, coarse lower jaw.

A large neck.

Ears in which the lower half is much the stronger.

A voice that is hard and cunning.

A disposition to boast, and particularly to command and domineer.

To be absolutely sure, closely notice the shape of the head. If it is very broad from ear to ear, full all around at the base, very high in the crown and pinched and undeveloped in the upper back head and top head, positive selfishness is an absolute certainty.

DIAGNOSE YOUR OWN CASE

Make use of the following definite self-knowledge:

If you cannot say no to one of the same sex, your Friendship, Approbativeness and Benevolence are relatively too strong.

If you cannot say no to the opposite sex, it is Amativeness, Approbativeness and Benevolence.

If you cannot say no to children, it is Parental Love Benevolence and Approbativeness that prevent you.

If you are nervous your faculties of Cautiousness and Approbativeness are dominating the rest of you.

If you get rattled easily your faculties of Self-Esteem and Firmness are not large enough.

If you get the "blues" easily, your Self-Esteem, Combativeness, Firmness, Spirituality and Hope are too weak.

If you are irritable, Approbativeness, Destructiveness and Combativeness have got the upper hand of you.

If you are absent-minded, Individuality, Locality, Human Nature and Cautiousness are not large enough to keep in front. Just as surely as you keep these faculties in front you will never become absent-minded.

If you fail to remember names, Language, Self-Esteem, Approbativeness and Tune are not so strong as they ought to be to make you give particular attention to them. People with these faculties strong always give attention to names and therefore remember them.

If you are broad between the eyes, however, you can remember names by writing them down and fixing them in your faculty of Form.

If you hesitate or stammer in speech, you are deficient in Self-Esteem, Firmness and Combativeness and should immediately cultivate these three faculties by the most courageous and self-respectful action.

If you borrow trouble, the trouble with you is too much Cautiousness and Approbativeness.

If you are tempted to steal because you love somebody's property or watermelons, it is because Acquisitiveness and Alimentiveness are pretty strong in your mental make-up.

If you are inclined to hold a grudge, remember that it is only because your Destructiveness is larger than your Benevolence and Conscientiousness.

If you think you are going to die and don't, your Vitativeness and Cautiousness have command of you.

If you believe that "every man has his price" your own Conscientiousness is very weak.

If you imagine that someone has slighted you, your Approbativeness is much too strong for its antidote, Self Esteem.

If you won't sleep in room thirteen at an hotel, your faculty of Spirituality is too strong for your Comparison and Causality.

If you cannot keep your mouth shut, your Firmness Self-Esteem and Secretiveness are too weak. If these three faculties were predominant in you, your mouth would shut up like a clam.

If you forget dates your faculties of Time and Number are weak.

If you are impatient your faculties of Self-Esteem, Firmness, Conscientiousness, Causality, Spirituality, Hope and Veneration are not strong enough. These, when dominant in one give him the patience of Job.

If you are not attractive, your faculties of Friendship, Amativeness, Ideality, Benevolence and Order are not as strong as they should be. Cultivate them.

No. 30.

Sizing Up People

AFTER Alexander the Great had conquered the Persians he became suddenly very ill. One of his generals sent him a letter saying that his attending physician had resolved to poison him. He read the letter without the slightest sign of emotion, and put it under his pillow. When the physician came and prepared medicine, Alexander said he would not take it just then, but told him to put it where he could reach it, and at the same time gave him the letter from his general. Alexander raised himself on his elbow, and watched the physician's face with the most searching scrutiny, looking into his very soul; but he did not see in it the slightest evidence of fear or guilt. He immediately reached for the medicine bottle, and, without a word, drank its contents. The amazed physician asked him how he could do that after receiving such a letter. Alexander replied, "*Because you are an honest man.*"

The Art of All Arts for the Leader

Alexander was a remarkable student of human nature. He knew men, and the motives which actuated them. He could read the human heart as an open book.

The art of all arts for the leader is this ability to measure men, to weigh them, to "size them up," to estimate their possibilities, to place them so as to call out their strength and eliminate their weakness.

This is the epitaph which Andrew Carnegie has chosen for himself: "Here lies a man who knew how to get around him men much cleverer than himself."

People wonder how a Morgan, a Harriman, a Ryan, a Wanamaker, can carry on such prodigious enterprises. The secret lies in their ability to project themselves through a mighty system, by being able to choose men who will fit the places they are put in, men who can carry out their employer's programme to the letter.

* * *

Marshall Field was always studying his employees and trying to read their futures. Nothing escaped his keen eye. Even when those about him did not know that he was thinking of them, he was taking their measure at every opportunity. His ability to place men, to weigh and measure them, to pierce all pretense, amounted to genius. When he missed a man from a certain counter, he would often ask his manager what had become of him. When told that he was promoted, he would keep track of him until he missed him again, and then would ask where he was. He always wanted to see how near the man came to his estimate of him. He thus kept track of men of promise in his employ and watched their advancement. In this way, he became an expert in human nature reading.

Taking the Measure of His Employees

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The trouble is that many men, because of their inability to read human nature, duplicate their own weaknesses in their employees, thus multiplying their chances of failure. Few men are able to see their own weaknesses and limitations, and those who do not, surround themselves with men who have the same weak links in their character, and the result is that their whole institution is weak.

Why Some Men of Great Ability Fail

The leader must not only be a good judge of others, but he must also be able to read himself, to take an inventory of his own strong points and weak points.

Men have often been elected to high office or to fill very important positions at the head of great concerns because of their recognized ability, who have disappointed the expectations of those who placed their hopes in them, simply because they could not read people. They may have been well educated, well posted, strong intellectually, may have had a great deal of general ability; but *they lacked the skill to read men, to measure them, to weigh them, to place them where they belonged.*

* * *

The young man starting out for himself ought to make a study of his power of penetration, of his character-reading ability. He ought to make it a business to study men, estimate their capabilities and the motives which actuate them. He should study them, scrutinize their actions, watch their tendencies in little things, and learn to read them as an open book.

Learn to Read Men Like An Open Book

The involuntary acts and natural manner of a man indicate more than does his studied conversation. The eye cannot lie. It speaks the truth in all languages. It often contradicts the tongue. While the man is trying to deceive you with his words, his eyes are telling you the truth; his actions are indicative of the real man, while the tongue may only represent the diplomat, the man who is acting.

A very successful business man in New York, noted for his ability to read men, will sometimes study an applicant for an important position for a long time, talking very little himself, but all the time trying to call the man out, watching every movement, scrutinizing every word, trying to read the motive behind every glance of the eye. His manner, everything, are all letters of the alphabet by which he spells out the real man. I have been in his office when he was measuring a man. It was a great lesson to watch his face as he seemed to read the applicant through and through, weigh him on the scale of his judgment, penetrate to the very marrow of his being, and measure his capabilities and possibilities to a nicety.

After a few minutes' conversation, when the man had passed out, he would tell me just how large that man was, what he was capable of doing, what his future would be, and what were his limitations. And he seldom makes a mistake. I have never known a man to succeed to any extent when he said there was nothing in him, and I have never known one to turn out badly when he endorsed him without reserve.

We all know heads of business houses who work like

slaves, who dig and save, and yet do not make much headway, simply because they do not know how to surround themselves with the right men

* * *

Some men seem incapable of projecting system and order through their establishments. They may do their own work well, and then they strike their limitations. They are not good judges of human nature; their discernment is not sharp. They are misled by conversational powers, display of education, and often place a theoretical man where only practical talent could succeed. They are likely to place a man of great refinement, sensitiveness, delicate make-up, in a position where a strong, robust, thick-skinned man is required, where an oversensitive soul will chafe and shrink from the cold, aggressive business methods necessary to effective, efficient management.

Human Nature Is Man's Greatest Study

People are continually being led into all sorts of unfortunate positions, entangling alliances, and mortifying, embarrassing situations because of their lack of ability to read human nature and to estimate character at a glance. Good people everywhere are being imposed upon and are losing their money in all sorts of foolish investments because of their ignorance of human nature. They are not able to see the rascal, the scoundrel behind the mask. They have not developed the power of discernment, the ability to see the "wolf in the sheep's clothing."

The knowledge of human nature as a protector of money, of character, as a protector against frauds and imposition is inestimable.

Gullible people are proverbially poor readers of human nature, and hence they are always open to imposition.

Oily, cunning promoters are keen observers of human nature, and they can tell very quickly when they strike a good-natured, large-hearted professor, scholar, clergyman or artist who knows very little about business matters and who trusts everybody. They know that if they can only get an opportunity they can very quickly make such a man believe almost anything. They know he will be an easy prey to their wiles and their keener knowledge of men.

These promoters would not think of tackling a shrewd, level-headed business man for their nefarious schemes, because he is too keen, too sharp, too good a judge of human nature. Such a man would be likely to penetrate the mask and see the real motive beneath the oily, honeyed words, the smooth seductive manner.

* * *

The ability to read people at sight is a great business asset.

To Be An Expert Reader of Human Nature

To be an expert in reading human nature is just as valuable to a young lawyer as a knowledge of law; it is as valuable to a physician as a knowledge of medicine. The man who can read human nature, who can "size up" a person quickly, who can arrive at an accurate estimate of character, no matter what his vocation or profession, has a great advantage over others.

With some men the power to read people aright amounts to an instinct. They look through all pretences; they tear off all masks. They see the man as he is, his reality, and measure him for what he is worth.

A man possessing this power of character-reading pays little attention to what a person seeking employment may say of himself. He can see for himself. Human nature is to him as an open book, while to others it is a sealed book. They do not have the faculty of going back of pretensions. They are largely at the mercy of what he claims for himself, and they are always being duped. They make very poor employers

I know a charming business man, a very able man in many respects, and much beloved by everybody who knows him, but he has always been the victim of his ignorance of human nature. He cannot read motives, weigh or estimate the ability of others to do certain things. If an applicant for a position talks well, he immediately jumps to the conclusion that he is a good man for the position, and hires him, usually to be disappointed. He has a great weakness for clergymen who have lost their positions through failing health or for other reasons, and also for ex-teachers and professors. The result is that he has a lot of impractical people about him who know nothing of progressive, scientific business building.

It is an education in itself to form the habit of measuring, weighing, estimating the different people we meet, for in this way we are improving our own powers of observation, sharpening our perspective faculties, improving our judgment. The ability to read human nature is a cultivatable quality, and we have a great opportunity in this country, with its conglomerate population, to study the various types of character

What a wonderful school most of us are in practically all of the time, especially in large cities, where we are constantly coming in contact with strangers! What a chance to become experts in reading human nature, in studying motives!

The face, the eye the manners, the gestures, the walk, all these are hieroglyphics which, if we can only decipher them, spell out the character

At a Glance

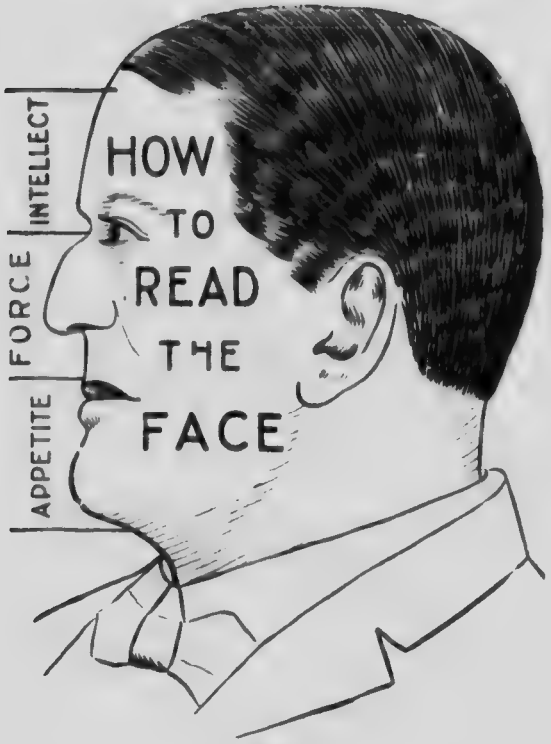
Sometimes a single glance of the eye, when one is unconscious, will give you a glimpse into his innermost soul and reveal secrets which he would never dare to utter with his tongue

The facial expression and the manner, especially when people are off their guard, or unconscious that they are being watched, are great revealers of character

You will find, as you become an expert in face study, in reading character, human nature, that you will develop marvellous skill in seeing things which you never noticed before. You will be able to protect yourself from the promoter, the insinuating man who is trying to persuade you into something which may not be to your benefit, but which will be to his. You will be able to discriminate between friendship and duplicity. You will be able to protect yourself from a thousand annoyances and embarrassments and humiliations which might cripple your career.

How many people are living in poverty, are wretched, homeless to-day because they could not read human nature and were robbed of their property and their rights!

To discern the difference between the false and the true, to place the right values upon men, to emphasize the right thing in them, to discriminate between the genuine and the pretended, is an accomplishment which may be worth infinitely more to you than a college education without this practical power, and may make all the difference to you between success and failure, happiness and misery



No. 31

There are six features to be studied because individual expression of character is found in all of them They are the forehead, eyebrows, eyes, nose, lips and chin People are reading them every day and everywhere. The literature of all ages is filled with character reading references to every one of them and the ordinary conversation of the day would lose a large portion of its interest if language were robbed of the countless figures of speech based directly upon them, which prove that men read each other in their faces and judge each other by them. You might, if you wish call the face nature's great alphabet of human nature.

No. 34

A High Forehead (cut 34) indicates a talent for study, and for acquiring knowledge from reading. People of this class are very industrious and full of information. By application they are successful.

A Low, Wide Forehead indicates the intuitive nature, having natural talents and imagination. Such a person is usually spontaneous, witty, and often brilliant. He depends more upon his impressions than upon facts gained from study and application.

A Fairly Wide and High Forehead with well marked eyebrows, is the best, as it gives both intuition and application. People of this class have the best prospects of making a permanent success.

A Square Forehead denotes firmness, truth constancy, and determination. These qualities are still further improved if the brows are straight and well-marked.

An Arched Forehead indicates a tender, artistic nature.

No 32

The full, broad forehead, medium high, full in the centre, shows remarkable memory, with full temples, shows great ability along literary lines and music. It also denotes a predilection for the correct things in mental, moral and physical life. You will find most clergymen and reformers with foreheads of this kind.

A forehead that is extremely high and broadest at the temples indicates a splendid mental organization and broad sympathies, intense nature and well defined ideas regarding debatable questions. It belongs to the man who thinks things out for himself and acts according to his own judgment.

No. 33

When the lower part of the forehead, the brow, juts out over the eyes, coming to a point at the root of the nose, you can set that person down as a man who wants to look at everything and handle it, if that is possible. He has to do it before he can think and sometimes he doesn't get that far. It is necessary as a usual thing to push such a man to get him going.

A forehead that narrows toward the top is always found in men who are inclined to be coarse by nature, stingy, prudent, and not easily influenced by others. If very high it indicates great self-will and extreme.

The man with a perpendicular, square-shaped forehead, flat at the base with horizontal frows, uses his reasoning powers almost exclusively, and it is the easiest thing in the world to bore and disgust him with details. He wants to know. He revels in cold logic and you cannot hold his attention with anything else.

The man whose forehead is round, cheekbones high and chin receding, whose mouth is tightly drawn at the corners with a tendency to droop, changes his mind many times before making a definite decision. He can be controlled by those who are serious and persistent. He is keenly susceptible to any influence, either good or bad. After he has said "no," you can make him say "yes" if you talk earnestly enough. He is not hard to get, but he is hard to keep.

EYES AND HEADS

Eyes and heads go together. Probably very few have thought of this. Eyes are not merely organs of vision. More nearly than any other facial features they may express character; in other words, their possibility in the expression of character is more varied and complete. It might be said correctly that they express all phases of character in a transient way. They cannot express all the faculties in a permanent way very well. What we mean is that the position of the muscles around the eyes will not represent strikingly each individual faculty. But this much is certain, every sentiment is expressed through the eyes. This is not done with the eyeballs but with the lids that cover the eyeballs. It is almost wholly the contraction and relaxation of the lids that gives expression to the eyes.

A secretive eye, for instance, is secretive because the lids are put into a secretive position. This particular position is not an open one. Secretiveness does not open the eyes. It cannot act upon the eyes in this way. On the contrary, it gently and yet somewhat tightly closes them. It shuts up the eyes to a great degree. It draws down the curtains over the eyeballs. When one wishes to shut off the public from gazing in at his windows, he pulls down the curtains; when one wants to shut off strangers from gazing into his soul he shuts down his soul windows and pulls down the curtains until he can see out only through little slits between the lids.

The relation between the eyes and the head, then, is

a relation of cause and effect, and is as close as cause and effect. It would be more nearly correct to say that the relation is between faculties and the eyes. Faculties are always mental and simply express themselves first through the head; yet in every normal instance the eyes will correspond with the formation of the head. For instance, if one has more brain in his back-head than anywhere else, he will have loving, affectionate eyes; he will have eyes that speak love, and glow with friendship. He will have the eyes of the husband, the wife, the friend, the brother, the sister, the mother, the father, and sometimes all of these mixed.

The eyes, therefore, not only express transient activities of the mind, but if certain faculties of the mind positively predominate in the mental constitution there will be a permanent formation of the eyes. Affectionate eyes are rather thick-lidded, somewhat open, soft, slightly inclined to droop, nicely curved, prominent, larger than small, without any strong angular or straight lines. Love never makes a straight line. It is not hard enough to make a straight line.

In contrast with these, if heads are very broad from ear to ear or in the middle lobes, and the back-head is only fairly developed, there will be cunning, cautious, hard, revengeful, grasping, coarse eyes. These are made by the faculties in the side-head. In other words, they are made by Combativeness, Destructiveness, Vitativeness, Secretiveness, Cautiousness, Acquisitiveness and Alimentiveness. If these faculties positively predominate in one's mental make-up, the eyes will be a striking contrast to the eyes just mentioned. When one sees eyes that are closely shut, the upper lid coming hard down upon the ball, and they look sideways and out of the corners frequently, he may put it down that such eyes represent selfish, dangerous and unreliable people.

We are told that the eyes are "the windows of the soul," and it is impossible to improve upon that figurative definition. Eyes that are full and round indicate power of speech. Sentiment, personal regard, love and all the emotions, in fact, may be measured as to their intensity by their size; for small eyes mean meager mental development and large eyes pronounced sensibilities. Eyes that are close together show mental weakness as to an understanding of form or shape, but those widely separated are particularly acute in this matter, probably because the perspective angle is naturally greater and gives better chance for seeing things as they really are.

Full, round eyes if covered by thick, heavy lids, denote vanity and a domineering disposition.

Eyes drooping down at the corners belong to men of great natural shrewdness and a tendency to deception. They won't be honest in trade unless through selfish motives.

The man who moves his eyes slowly possesses ability. He is deliberate and calculating, but he is apt to let great opportunities pass him, because he takes too long to make up his mind.

Anxiety in a man, and liability to regret decisions he has made, are indicated by the brows being elevated near the nose only.

The man who has sunken eyes is the secretive man. He is of a retrospective nature, true to his convictions and has nothing of the speculative in his make-up.

Eyes that shift and flash and glow are found in the man of varying moods, quick decisions and great earnestness. They are usually the men who do things. If these eyes are set deep, under straight, clean cut brows, the owner is extremely ambitious and eager to achieve, is a relentless fighter, capable of great sacrifices, and looks far into the future in making his plans. Napoleon's eyes are said to have been like these; and a great railroad magnate whose face is familiar to all has these eyes.

If you will look into the eyes of the person with whom you are talking, you may gain from the expression and changes of expression a vast amount of knowledge which it is impossible for any one to describe or teach.

The person who will allow you to look him straight in the eyes while you are talking to him, must be sincere and truthful, with nothing to hide from you, or he is very bold and doesn't care what you may know of him. The hardness expressed by other features would tell you if the latter were the case.

The color of the eyes give the natural temperament and tendencies of their owner.

Dark Blue Eyes indicate a nature sincere, steadfast and reliable; what he says he means.

Light Blue Eyes indicate a nature gentle and serene, but lacking in energy, determination and business ability.

Pale Blue Eyes indicate a passive, cold, unfeeling, weak, secretive nature, lacking in sympathy and emotion.

Note: A strongly developed brow, with heavy eyebrows, will improve the business ability and general tone of the nature of people with pale blue eyes.

Gray Eyes belong to people who have imaginative, artistic, poetical and romantic ideas. They are very sensitive, and their feelings are easily hurt. They lack energy and business talent, and are inclined to be economical and selfish.

Steel Gray Eyes belong to people who are hard and cold, selfish and determined, lacking in sympathy, and inclined to be revengeful.

Brown Eyes belong to people who are kind, unselfish, affectionate, though rather forceful in the execution of ideas and plans. They are also easily irritated and often quick tempered, but forgiving.

Brown Eyes, Flecked With Green, indicate an affectionate nature, combined with courage; such are usually clever and talented.

A Bony Chin denotes a moderately firm, temperate, steady, persevering nature. If it is square in shape also, this adds determination and a certain degree of temper.

Flat Chins show a temperament that is egotistical and cold. If the cheek bones are high the person will be avaricious. His whole desire will be to make money.

A Pointed Chin denotes selfishness, a person wrapped up in his own affairs; if this chin be short, the person will, however, be energetic for others, to gain praise or personal gratification.

A Round, Protruding Chin shows force, firmness and material instincts. People of this class inspire confidence by their sympathetic attention. They are wise and apply all information to their own advantage.

A Round Chin indented in the center, denotes a taste for pleasure, but the person will be careful and discreet. He will make society a means of self-advancement.

A Long, Square Chin that is flat underneath, is usually seen on lawyers, money lenders, etc. If the lips are thin and closed tightly, the person has no pity or sympathy—a regular Shylock.

A Square, Indented Chin denotes decision and obstinacy, also warmth of temperament. The indentation always adds warmth to the affections.

A Double Chin with fleshy cheeks belongs to pleasant, jovial people who are fond of good living, eating, drinking, and all sensual pleasures.

The Larger the Jaw the greater are the animal instincts.

A Small Chin denotes a timid nature.

A Receding Chin denotes a feeble nature.

A Depression beneath the lips, with the chin curving out, denotes considerable originality.

The Sharp, Lean Chin marks the man who takes a position and stands by it. The shape of such a chin has much to do with correctly reading the character of a man. A narrow, pointed chin always means unscrupulousness, a broad one conscientiousness. In any case it also denotes to a certain extent a grasping nature. If such a chin continues in a straight line down from a thin chisled lower lip the man will not fight unless antagonized strongly, but fights hard and mercilessly after he begins.

The possessor of the narrow, fleshy chin and squinting eyes must be constantly watched. He may be conscientious, but his ideals are not high.

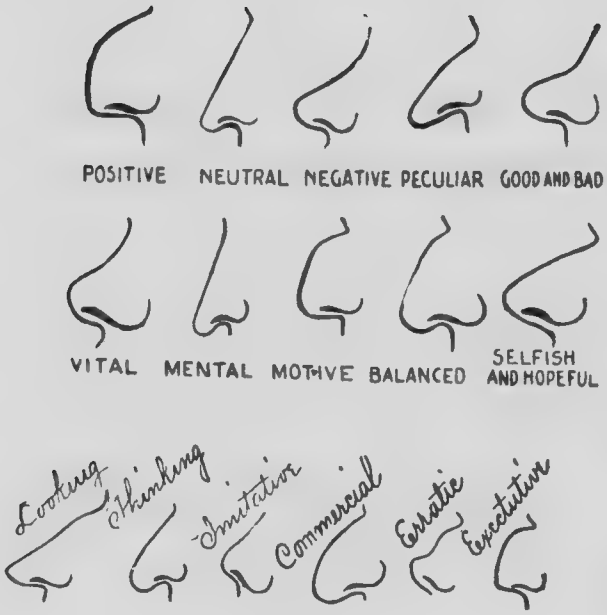
The Chin that extends beyond the most prominent point of the nose, without exception denotes brutality. If the other features are sharp this quality is intensified. The possessor of it is tyrannical, aggressive and absolutely selfish.

The Receding Chin indicates weakness of character, if very decided. If flat and only slightly receding it signifies lack of decision and ambition, extreme susceptibility to the influence of others, honest of purpose but poor judgment.

The Flat Chin is found in men of fine reasoning powers and to whom the logic of things appeals. A square, flat chin marks the most perfect type of man who dares to do things—who ignores precedents and succeeds because he is farseeing, self-confident, honest in his convictions and correct in his judgments.

Full Lips denote generosity in everything except matters involving differences of opinion. When the under lip rolls downward it means obstinacy.

The mouth that droops downward is that of the pessimist. It is a sign of diffidence and distrust; cautiousness and secretiveness also. The owner is always of a serious turn of mind, especially in business relations.



No. 34

Whatever his own disposition, depend upon it the man with a perfect nose will be found exacting in his requirements of others.

A fat, bulbous nose indicates a meddlesome disposition and loose ideas regarding morality. If the rest of the face appear thin this nose signifies trickery also.

The straight, thin nose, with dilated nostrils, always means good taste and natural refinement usually a sensitive nature; foresight and persistence; keen wit and in most cases a tendency to cruelty. This depends upon the form of the mouth.

The long, thin, slightly crooked nose belongs to the man who is excessively fond of money and who bends all his energies toward accumulating it.

The Roman nose belongs to men who love power, are strongly affected by eloquence, and are great promoters of other people's schemes.

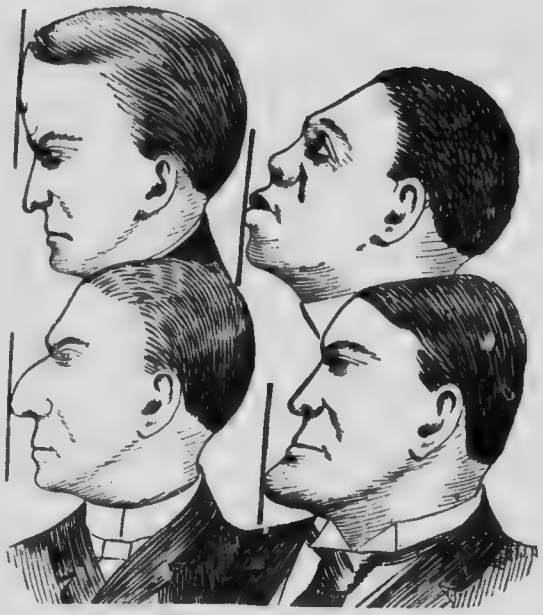
The fleshy nose marks the man who goes at things in a whole-hearted way. He is usually stubborn and contradictory but original. He is not fond of following conventional lines.

WHICH TOUCHES THE LINE?

The illustration in next column is a very instructive one. It will enable our readers to get at the predominant characteristics of anyone at a glance when they fully understand it, and when the individual to be read has one or more predominant faculties.

That part of the face or head that projects most forward (if normal) tells what part of the mind is predominant. Special development of parts of head or face means special strength of certain faculties.

When the upper forehead is the most pronounced in development the reasoning or thinking faculties (Causality and Comparison) of the mind are predominant. Such



No. 35

WHICH TOUCHES THE LINE?

a person will be an abstract, absent-minded thinker. Is very likely to be an ideal theorist. He may be a profound philosopher but not very practical.

When the nose gets to the line first there is a very different character because other faculties are predominant in the mental constitution. In such cases some of the courageous, selfish, forceful faculties predominate. In a word, energetic force is predominant in the individual. We do not say, however, that such a person will necessarily be a very strong character in every particular. He may have no very strong faculties, but when this part of the face does predominate the faculties that go with it do also.

Combativeness and Destructiveness are the two faculties that correspond with the convex anterior projection of the bridge of the nose, while if the nose is thick at the same time, Acquisitiveness and perhaps Secretiveness are also strong. Such people have some kind of active energy, and when the nose is broad, selfish energy.

There is a very different set of faculties predominant when the lips touch the perpendicular line first. Then the appetites and social sentiments predominate. Such are impulsive, sentimental, sensual and often voluptuous. They make emotional speakers and are almost wholly governed by impulse.

When the chin is the most forward feature, tenacity of life is predominant, and if the chin is square and long, persistence is also very strong. Where the chin is not so square and long but thick in muscular covering and fleshy, sexual passion is stronger than persistence.

When these four divisions of the face are all strongly developed or when they show a positive convex form, there will be a strong character intellectually, executively, vitally and sentimentally.

Character in Voice

Character makes voice. In other words faculties make voice.

An AFFECTIONATE voice is made by Friendship, Conjugality, Amativeness and Parental Love.

An AFFECTED voice is made by Approbativeness.

A SELF-IMPORTANT voice is made by self-esteem and Approbativeness.

A DECIDED voice is made by Firmness, Combativeness and Self-esteem.

An EARNEST voice is made by Conscientiousness, Benevolence, Friendship, Conjugality and Veneration.

A KIND voice is made by Benevolence.

A GENUINE voice is made by Conscientiousness.

A PLEASANT voice is made by Benevolence, Friendship, Veneration, Conscientiousness, Approbativeness and Suavity.

A GRUFF voice is made by Destructiveness and Self-esteem.

A MUSICAL voice is made by Tune, Time, Ideality and strong social and moral sentiments.

A DECEITFUL voice is made by Secretiveness, Amativeness, Approbativeness, Acquisitiveness and Human Nature.

Watch the human faculties in action and you can prove this for yourself.

WHERE VOICES COME FROM

Affectionate voices always come from the back-head.

Heavy, thunderous voices always come from the side head.

Egotistical voices come from the crown of the head.

Kind, respectful and straightforward voices come from the forehead.

All voices are produced by the forty-two mental elements.

HOW TO READ CHARACTER IN THE DARK.

When it is light we can see a person, his face and head; when it is dark we cannot. But if we pay close attention to his voice, we can read his character even when it is dark.

Emotions can be read from the pitch of the voice. Exaltation of mind produces high pitch, depression of mind gives rise to low pitch.

When a person is optimistic; when he is happy and successful; when he is healthy and high-strung, these mental states produce tension of the vocal cords and give rise to an elevated degree of the voice. For this reason people who are happy minded, optimistic, healthy and successful, read, speak and sing with a higher degree of vocal pitch. Or in other words, the voice seems elevated in vibratory volume, or in that quality of the voice called Pitch. In this one voice quality, we can measure the soul quality itself, for the soul is always in the voice. Voice quality is an important character revealer.

High pitch of voice denotes sprightliness, cheerfulness of mind, hope, optimism, speculation, venture, exaltation of spirit, optimistic sentiment and emotion, ecstacy of mind, a highly tensed mind. Such people are good customers; it will pay to cultivate their acquaintance.

When a person is pessimistic, depressed, sad, full of anxiety and evil presentiment, etc., there is less tension of the vocal cords, for which reason also there is a depression of the sound in the voice, giving rise to low pitch. This is the very opposite of high pitch, and accompanies also an opposite character and disposition. High pitch denotes spiritedness; low pitch means solemnity, serious-mindedness, awe, gloom, despair and melancholy. High pitch denotes exaltation of spirit; low pitch means mental depression; ordinary pitch means tranquility of mind.

Pay close attention to pitch, and other qualities of voice.

Sometimes the voice is slow, or medium in slowness, or rapid; in one person the voice action is regular, slow and measured, denoting a sober, sedate and grave state of mind, in another person, the voice-movement is rapid, indicating liveliness of disposition, animation, excitement, joyful thought-action, gayness of disposition, responsive nerves and an impressive brain.

There is response in a person whose voice movement is rapid and whose pitch of voice is high; but not so with a person whose voice movement is slow and whose pitch of voice is low.

If he has no flexibility to his voice he has none to his character. There is as much human feeling about him as there is in a toad.

No. 36

To be practical is to be able to see, handle the hands and body, tell the commercial value and courageously execute. The form of head in the above illustration has predominant the faculties that make one very practical.

The best way to determine if a thing is good is to test it. Take these rules I have outlined and apply them to someone you know intimately. You know yourself best. Take your own face for a beginning. Begin with your forehead, and take the other features, eyes, nose, mouth and chin, as they come; determine in which class each stands and see if these rules do not give you suggestions that you can turn to advantage.

Of course, the more modified the form of the feature, the more modified must be the application of the rule and the conclusion drawn.

Observe the tones of your own voice and note their significance as to the elements constituting your own mental makeup and see if I am not correct.

Cultivate deep, pure, musical tones. Nothing commands attention more quickly from other men than a deep, manly voice. People will be unconsciously impressed with your power when they hear it.

"To thine own self be true, and it follows, as the night the day, that thou canst not then be false to any man." Study well your own self. Determine what each of your features signifies in you. Learn to read your own face and other men's will appear as open books.

No. 37

Faculties are related to the face through the nervous system. Here are four faculties connected with their facial poles and muscles. Spirituality lifts the brows, Approbativeness lifts the upper lip and exposes the teeth. Combativeness is related to the lower half of the nose. Vitativeness is related to the anterior part of the chin.

The bodily build development and attitude must be studied in connection with what has been given. Experience teaches that a proportionate development of all the parts of the body is to be considered rather than size, and that the general carriage also reveals much as to natural inclination and method in the everyday affairs of life. A spirited man walks with an elastic step, the drudge drags his feet, the pompous man struts, the blusterer pounds along utterly unconscious of the fact that he may be as plainly read as the posters that line the way. And the manner of using the hands, the movement of the arms, the carriage of the head, all contribute more or less to the short but interesting chapter entitled "What He Is." It would be useless to call attention to these things which every one claims to know were it not for the fact that so many do not value them as points to be carefully observed in reading character. They seem so self-evident to us that we pass them by unless they are so pronounced as to impress themselves upon our minds in spite of ourselves. Thus do we frequently bring about serious trouble by not profiting from what w know but have not given proper consideration; and when it is too late, when we have had time to think it over, we condemn ourselves by saying, "I ought to have known better."

- **Forehead**
  - Side view.
    - Lower part fullest. — Keen observer. Practical.
    - Upper part fullest. — Reasoning strong. Theoretical.
    - Middle part fullest. — Comparison. Classification. Criticism. Recollection. (Strong)
  - Front view
    - Broad, Narrow, High, Low — Minded
- **Eyebrows**
  - Straight — Orderly habits. Methodical.
  - Arched — Perception of color. Taste in arranging tints.
- **Eyes**
  - Full and round — Power of speech.
  - Size — Determines degree of sentiment. Personal regard and love.
  - Distance apart — Determines power to remember form or outline.
  - Color indicates temperament.
- **Nose**
  - Shape
    - Straight (Grecian) — Refinement. Peace.
    - Arched (Roman) — Lover of power.
    - Pug — Mental processes irregular.
    - Turned up — Vivacity.
    - Drooping — Prudence. Reflection.
    - Hooked — Love of gain.
  - High above cheeks — Mental capacity. Strong character.
- **Lips**
  - Thick — Strong desire for bodily enjoyment.
  - Thin — Little vitality and small capacity for enjoyment.
  - Medium — Well balanced, positive nature.
- **Chin**
  - Wide — Strong sense of honor.
  - Narrow — Unscrupulousness.
  - Projecting — Firmness and Vitality.
  - Retreating — Instability.

Pointers

The broader the head the more selfishness.
The higher the crown the more pride.
The fuller the backhead the more affection.
The fuller the upper side temples the more taste.
The fuller the lower forehead the more practicality.
The fuller the upper forehead and the less the lower the more theory.
The rounder the head the more feeling.
The more square the head the more thought and exactness.
The less basilar development the less animal.
The narrower the head the less force.
The less backhead the colder the disposition.
The more closed the eyes the more secrecy.
The higher the eyebrows from the pupils of the eyes the more credulity.
The more middle face the more energy.
The more lower face the more sensuality.
The finer the hair the finer the brain.
The tougher the hair, the tougher the brain.
The thicker the scalp and skull, the less brain.
The fuller the whole tophead the more reliability.
The thinner the lips the less affection.
The more the teeth are shown the more love of applause.
The more features that turn upward the more cheerfulness.
The more affectation in the voice the less substantial character.
The more boastfulness the less courage.

Teasing

The desire to tease comes from Destructiveness, Mirthfulness, Combativeness and Approbativeness. Destructiveness is rough and likes to get others into trouble. Mirthfulness enjoys all the fun there is in it. Combativeness gives the love of conflict and Approbativeness crows over the success. These are the teasers, sure.

Bluffing

There is much bluffing done in the world. It is done with Secretiveness, Human Nature, Destructiveness and Approbativeness. Sometimes Firmness and Self-esteem enter into it. One can only bluff because he is somewhat cowardly. If Conscientiousness, Self-esteem and Combativeness are predominant one will never bluff. The bluffer is usually weak in all three. but especially in Combativeness.

The Selection of Employees

For handiwork select those with large perceptive faculties and rather broad heads.

For head work select those with good upper foreheads that are rather square.

For salesmen get broad heads, full eyes and those who have the faculty of Human Nature very strong.

For superintendents, get those with broad heads, high in the crown and good foreheads.

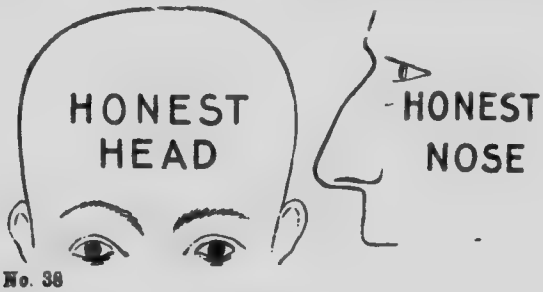
For hustlers, always get those with broad heads and high in the crown.

For all kinds of honest employes, be sure to get those with high, broad topheads and full upper backheads.

Master everything in this book and you will be able to select just the kind of employee you want.

All the Signs of Honesty

An open eye.
An eye that is steady.
An eye that can look YOU in the eye without an effort.
An eye that does not look furtively nor out of the corners at you.
An eye that is not restless.
Upper eyelids that are inclined to form angles.
Perpendicular wrinkles between the brows above the base of the nose.
A strong, straight-lined, clear-cut nose.
A firm, steady mouth.
A square chin.
A well-formed ear that is somewhat square at the top and bottom.
Straight lines anywhere in the face.
Open hands.
Square finger tips.
A walk in which the heel strikes the floor first.
A tendency to throw the toes outward instead of inward in walking.
Lack of pretension.
A disposition to consider any question.
Frankness of manner.
Disposition to trust others.
Lack of suspicion.
A candid, straightforward manner of statement.
A voice that is clear, natural and direct in its tone.
More important than all else: a well-developed upper backhead and particularly a high rather square and convex back tophead.



No. 38

No. 39

We want all our readers to fix this head and face in their minds. It is a positive standard of constitutional laziness.

Laziness

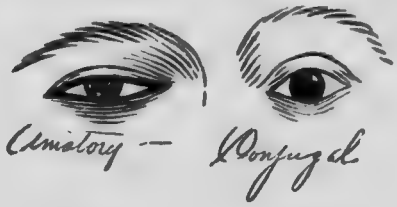
Genuine laziness is the result of deficient Destructiveness, Combativeness, Approbativeness, Acquisitiveness, Self-esteem, Firmness and Conscientiousness. No one really likes hard work of any kind who is weak in the faculties of Destructiveness and Combativeness. These two faculties are the fundamental causes of positive energy of some kind. Just what they will like to do is determined by some other strong faculty. If Acquisitiveness is strong they will work for money or property. If Approbativeness is strong, for fame and victory.

Fear

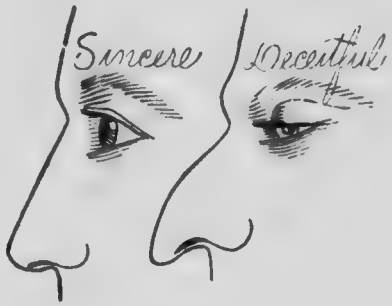
There are two elements of fear in the human mind—fear of danger and fear of criticism. These come from Cautiousness and Approbativeness respectively. This is absolute truth. No other part of the mind can feel any fear whatever. Go directly then to these two faculties.

No. 40

Here is a whole volume of truth in a few words. Anyone can overwhelmingly demonstrate the truthfulness of this by careful observation and examination.



No. 41. No 42.



No. 44. No. 45.

No. 46.

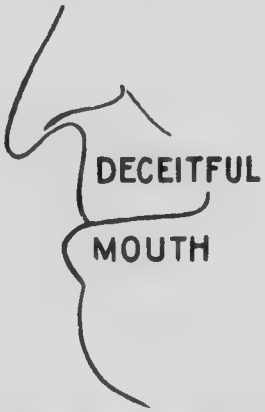
No. 48.

HONEST EAR

No. 49.

Clearly remember this shape and apply it.

No. 43.



One with a mouth like this can be very agreeable and still have the most selfish ax to grind.

No. 47.

Study this chin young ladies and gentlemen and do not depend too much upon the constancy of anyone with a similar chin.

No. 50.

No. 51.

Here we have a well-balanced or level head.

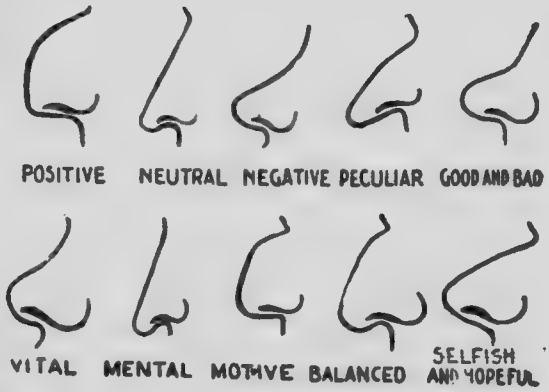
What is a level head? In common parlance it is the way of saying that one has a well-balanced mind. What a well-balanced mind is, is no easy thing to explain. An incomplete explanation would be this: One with Human Nature, Causality, Individuality, Number, Conscientiousness, Acquisitiveness, Firmness, Combativeness and Self-esteem predominant.

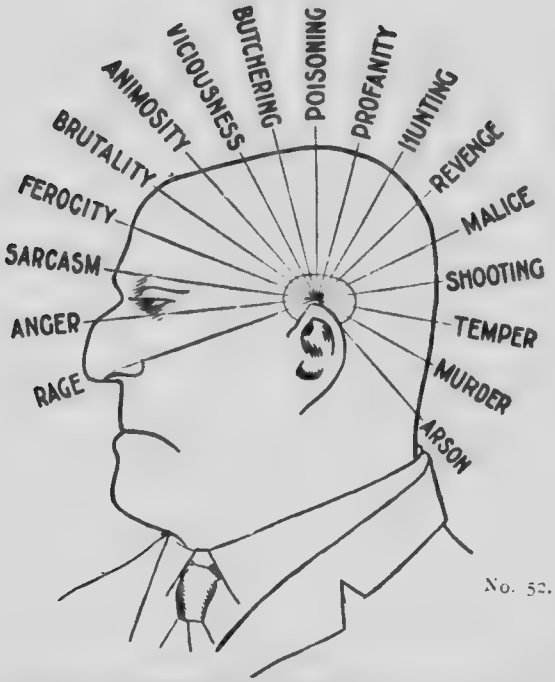
No. 53.

It will decidedly pay all to localize these elements and make use of this knowledge.

Just look for yourself.

No. 56.





No. 52.

The above illustration speaks volumes for itself. Destructiveness is the centre of all the characteristics named here.

No. 54.

Here are the locations of five elements that it will pay you to thoroughly learn. When predominant they build the kind of face seen upon this head.

No. 55.

Without any modification of words, we say that no one can feel any degree of revenge without the faculty of Destructiveness. Here is the very heart of it.

REVENGE.

There is only one element of human nature whereby any man, woman or child, of any tribe, nationality or race can feel revengeful. This is the element called Destructiveness. All of the other elements may be cheated, beaten or robbed and manifest no revenge. Why? Because they are not constituted that way. Look, then, for a positive faculty of Destructiveness if you wish to know whether there is that in one that will hold a grudge and resolve to get even. Ill-will, hatred, malice, revenge—all must come through the element of Destructiveness. How? By means of some other element being hurt or imposed upon. Cheat Acquisitiveness and it will try to get revenge through Destructiveness. Offend Approbativeness and it will do the same. Hurt Parental Love by hurting a child and it will fly to Destructiveness and the two will cry for revenge. All the other faculties have to go to Destructiveness if they mete out revenge for being unjustly dealt with.

ALL THE SIGNS OF ENERGY.

A broad head from ear to ear.
A large and broad Roman nose.
A stiff upper lip.
A high crown of the head.
Dense, wiry hair.
No surplus flesh.
A bright, snappy eye.
A large, square chin.
A square jaw.
Rather large bones.
Square shoulders.
Large cheeks.

More than all else, strong faculties of Destructiveness, Combativeness, Firmness, Approbativeness and Amativeness.

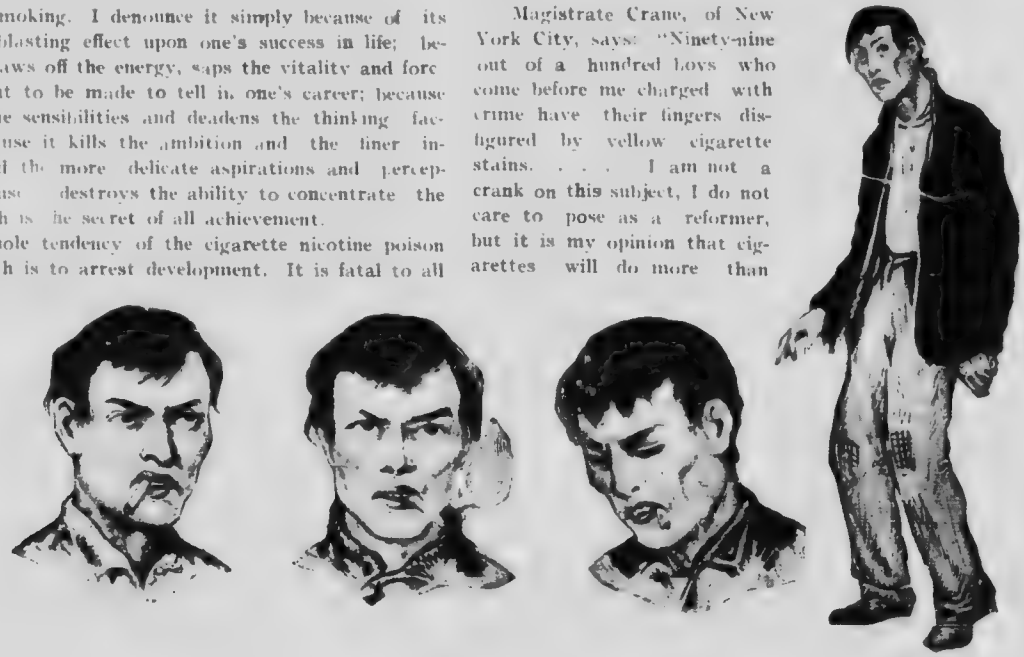
No. 57

NO WORDS can tell the cigarette story as graphically as the pictures on this page. I advise every cigarette victim to have his photograph taken every year and put side by side in a frame in his room, where he can see the gradual, fatal deterioration in himself from year to year. If this does not startle him, and bring him to his senses, no preaching will ever do it, for the pictures will be a sermon more eloquent than ever came from any pulpit.

I leave it to others to discuss the moral side of cigarette smoking. I denounce it simply because of its blighting, blasting effect upon one's success in life; because it draws off the energy, saps the vitality and force which ought to be made to tell in one's career; because it blunts the sensibilities and deadens the thinking faculties; because it kills the ambition and the finer instincts, and the more delicate aspirations and perceptions; because it destroys the ability to concentrate the mind, which is the secret of all achievement.

The whole tendency of the cigarette nicotine poison in the youth is to arrest development. It is fatal to all normal functions. It blights and blasts both health and morals. It not only ruins the faculties, but it unbalances the mind, as well. Many of the most pitiable cases of insanity in our asylums are cigarette fiends. It creates abnormal appetites, strange, undefined longings, discontent, uneasiness, nervousness, irritability, and, in many, an almost irresistible inclination to crime. In fact, the moral depravity which follows the cigarette habit is something frightful. Lying, cheating, impurity, loss of moral courage and manhood, a complete dropping of life's standards all along the lines are its general results.

Magistrate Crane, of New York City, says: "Ninety-nine out of a hundred boys who come before me charged with crime have their fingers disfigured by yellow cigarette stains. . . . I am not a crank on this subject, I do not care to pose as a reformer, but it is my opinion that cigarettes will do more than



No. 58.

liquor to ruin boys. When you have arraigned before you boys hopelessly deaf through the excessive use of cigarettes, boys who have stolen their sister's earnings, boys who absolutely refuse to work, who do nothing but gamble and steal, you can not help seeing that there is some direct cause, and a great deal of this boyhood crime is, in my mind, easy to trace to the deadly cigarette. There is something in the poison of the cigarette that seems to get into the system of the boy and to destroy all moral fiber."

He gives the following probable course of a boy who begins to smoke cigarettes, "First, cigarettes. Second, beer and liquors. Third, craps—petty gambling. Fourth horse racing—gambling on a bigger scale. Fifth, larceny. Sixth, state prison.

Not long ago a boy in New York robbed his mother and actually beat her because she would not give him money with which to buy cigarettes. Every little while we see accounts in newspapers all over the country of all kinds of petty thefts and misdemeanors which boys commit in order to satisfy the cigarette mania.

Another New York City magistrate says: "Yesterday I had before me thirty-five boy prisoners. Thirty-three of them were confirmed cigarette smokers. To-day, from a reliable source, I have made the gruesome discovery that two of the largest cigarette manufacturers soak their product in a weak solution of opium. The fact that out of thirty-five prisoners thirty-three smoked cigarettes might seem to indicate some direct connection between cigarettes and crime. And when it is announced on authority that most cigarettes are doped with opium this connection is not hard to understand. Opium is like whiskey—it creates an increasing appetite that grows with what it feeds upon. A growing boy who lets tobacco and opium get hold upon his senses is never long in coming under the domination of whiskey, too. Tobacco is the boys' easiest and most direct route to whiskey. When opium is added, the young man's chance of resisting the combined forces and escaping physical, mental, and moral harm is slim, indeed."

Young men of great natural ability, everywhere, some of them in high positions, are constantly losing their grip, deteriorating, dropping back, losing their ambition, their push, their stamina, and their energy because of its deadly hold upon them. If there is anything a young man should guard as divinely sacred, it is his ability to think clearly, forcefully, logically.

Dr. J. J. Kellogg says: "A few months ago I had all the nicotine removed from a cigarette, making a solution out of it. I injected half the quantity into a frog, with the effect that the frog died almost instantly. The rest was administered to another frog with like effect. Both frogs were full grown, and of average size. The conclusion is evident that a single cigarette contains poison enough to kill two frogs. A boy who smokes twenty cigarettes a day has inhaled enough poison to kill forty frogs. Why does the poison not kill the boy? It does kill him. If not immediately, he will die sooner or later of weak heart, Bright's disease, or some other malady which scientific physicians everywhere now recognize as a natural result of chronic nicotine poisoning."

A chemist, not long since, took the tobacco used in an average cigarette and soaked it in several teaspoonfuls of water and then injected a portion of it under the skin of a cat. The cat almost immediately went into convulsions, and died in fifteen minutes. Dogs have been killed with a single drop of nicotine.

A young man died in a Minnesota state institution not long ago, who, five years before, had been one of the most promising young physicians of the West. "Still under thirty years at the time of his commitment to the institution" says the newspaper account of his story, "he had already made three discoveries in nervous diseases that had made him looked up to in his profession. But he smoked cigarettes—smoked incessantly. For a long time the effects of the habit were not apparent on him. In fact, it was not until a patient died on the operating table under his hands, and the young doctor went to pieces, that it became known that he was a victim of the paper pipes. But then he had gone too far. He was a wreck in mind as well as in body, and he ended his days in a maniac's cell."

Anything which impairs one's success, capital, which cuts down his achievement, and makes him a possible failure when he might have been a grand success, is a crime against himself.

Gullibility

Some people are gullible. They are gullible because they have some or all of the following faculties predominant: Spirituality, Conscientiousness, Benevolence, Friendship Conjugality, Parental Love, Ideality, Sublimity, Approbativeness and the faculties of Human Nature and Secretiveness weak.

Anyone with weak faculties of Secretiveness and Human Nature is open to gullibility. Either of the first named faculties are open doors for confidence men and women. Thousands are fleeced daily, to a greater or less degree, through the faculty of Spirituality. Of all the faculties of the human mind this is the most gullible.

Easily Influenced

Any man, woman or child is easily influenced who has Approbativeness, Benevolence, Friendship and Amativeness in a strong degree and Self-esteem, Firmness, Conscientiousness and Combativeness weak. A volume could not make this more plain.

Superstition

Superstition has a perfectly definite source—the faculty of Spirituality. No one can be at all superstitious without this faculty. It is the only faculty that gives anyone any sense of and confidence in the mystic. To be superstitious, then, is to have a positive development of this faculty. The particular kind of superstition will be decided by the other strongest faculty in one's mental make-up.

If Cautiousness and Vitativeness unite with Spirituality one will expect death; if Parental Love and Cautiousness are strong, he will expect the death of a child. Always remember that Spirituality is that element of mind that gives one confidence in number thirteen, Friday, a new moon or a jackrabbit's foot as a good or bad sign, omen or mascot.

A superstitious fear of the Devil is caused by Spirituality, Cautiousness, Conscientiousness, Veneration, Destructiveness and Secretiveness. A superstitious fear of God is the product of Spirituality, Veneration, Cautiousness, Vitativeness and Conscientiousness. When Human Nature and Causality are pre[illegible]t and Spirituality and Veneration negative one w[illegible]ained to poohpooh all so-called signs and omens.

How Some of the Faculties Affect the Body

Friendship clings and warms the body.

Combativeness contracts the muscles and hardens the body.

Acquisitiveness grasps and pinches the body.

Benevolence sheds tears and softens the body.

Firmness stiffens and condenses the body.

Mirthfulness shakes and enlivens the body.

Veneration bows and prostrates the body.

Self-esteem bloats and holds the body erect.

QUIT

Gossiping.
Fidgetting.
Grumbling.
Hairsplitting.
Saying that fate is against you.
Finding fault with the weather.
Anticipating evils in the future.
Pretending, and be your real self.
Going around with a gloomy face.
Faultfinding, nagging, and worrying.
Taking offense where none is intended.
Dwelling on fancied slights and wrongs.
Talking big things and doing small ones.
Scolding and flying into a passion over trifles.
Boasting of what you can do, instead of doing it.
Thinking that life is a grind, and not worth living.
Talking continually about yourself and your affairs.
Depreciating yourself and making light of your abilities.
Saying unkind things about acquaintances and friends.
Exaggerating and making mountains out of molehills.
Lamenting the past, holding on to disagreeable experiences.
Pitying yourself and bemoaning your lack of opportunities.
Comparing yourself with o[illegible] to your own disadvantage.
Work once in a while and ta[illegible] time to renew your energies.
Waiting around for chances to turn up. Go and turn them up.
Writing letters when the blood is hot, which you may regret later.
Thinking that all the good chances and opportunities are gone by.
Thinking of yourself to the exclusion of everything and everyone else.
Carping and criticizing. See the best rather than the worst in others.
Dreaming that you would be happier in some other place or circumstances.
Belittling those whom you envy because you feel that they are superior to yourself.
Dilating on your pains and aches and misfortunes to everyone who will listen to you.
Speculating as to what you would do in some one else's place, and do your best in your own.
Gazing idly into the future and dreaming about it, instead of making the most of the present.
Longing for the good things that others have instead of going to work and earning them for yourself.
Looking for opportunities hundreds or thousands of miles away, instead of right where you are.

PHYSIOGNOMY

(or The Face)

The professional fee for writing answers to all of the following 25 questions is $1.00.

THE following questions are answered according to the principles of Physiognomy (or the signs of the face) which show your present disposition and talents according to the training you have received:

26. Do I possess much personal magnetism and control over others? .....

27. In Society am I likely to be a leader or a follower? .....

28. Am I too sensitive to the remarks and opinions of others? .....

29. Have I Desire and Talent to rise in the World? .....

30. Am I easily suited in Love Affairs? .....

31. Am I constant or changeable in Love Matters? .....

32. Am I a Lover of Children in general? .....

33. Would I be liable to spoil children by Over-indulgence? .....

34. As a Parent would I Punish Children too severely? .....

35. Am I Sympathetic and Affectionate? .....

36. Am I of a Social Nature? .....

37. Have I a good Memory of Places? .....

38. Have I a good Memory of Facts? .....

39. Have I a good Memory of Time? .....

40. Have I a good Memory of Tunes? .....

41. Am I Mirthful or Sedate? .....

42. Have I the ability necessary for a Public Speaker? .....

43. Have I good ability to Think and Plan? .....

44. Am I Quick and Sharp, or Deep and Profound? .....

45. Is my Perceptive or Reasoning Power the Stronger? .....

46. Am I reserved in Expression? .....

47. Have I Courage and Tact in times of danger? .....

48. Do I become too easily Over-anxious and Worried? .....

49. Have I too much Susceptibility, Intensity and Sensitiveness of Mind? .....

50. Have I sufficient Agreeableness? .....

PHYSIOLOGY

(The Body)

HEALTH

The summer months, especially August, are a legitimate time for every one to be affected with the "lazy sickness." But if the condition of laziness persists all the year around, then we label it a disease. Some people are "born tired." Others again are said by some medical scientists to acquire a disease called "lazy sickness," caused by a parasite or bacterium which infests or attaches itself to the walls of the intestines, absorbing for its own use the chyle which should enter the blood of man. It does not matter how much he eats, food does him no good, his blood becomes thin and watery and he is opposed to work. Finally he is taken to [illegible] and till the cause was recognized, the cause [illegible] down as "pernicious anaemia."

The Secret of Perfect Health Without Medicine

Men and women who go through life thinking healthy thoughts, assuming that they are well, having faith in their own strength, forgetting all the little [illegible] of pains, paying no attention to small hardships, will live long and be cheerful and cheering companions, helpful to all their family and friends. We knew a learned professor who was of this type, perfectly healthy in mind, [illegible] eighty years of age, was behind to [illegible] was in fact an inspiration to everyone with [illegible] in contact. He might [illegible] to be a [illegible] so well regulated was his life, but a [illegible] careless driver of an automobile ran over him. [illegible] an autopsy nearly every organ in his body was [illegible] he [illegible] he was healthy in his mind. Will power [illegible] control of self have most to do with making us healthy, wealthy and wise.

A Healthy Mind

Many people lose faith in themselves. They no longer [illegible] in their own health [illegible] health. They are distrustful of their own strength. A headache, a flutter of the heart, a coating on the tongue, a rise of temperature and they think that they are on a toboggan slide to a severe illness and that the grave is yawning open for them at the end of the slide. A healthy mind pays little attention to such symptoms—other than to take a good laxative pill or a raw onion and a good night's rest. People get used to being sick and like it, or at least they like to talk about it. Sometimes it would seem as though it was a piece of necessary furniture in the house to have an "ailment." Nervous prostration usually produces such a "sick mind," or the sick mind produces nervous prostration. They lose their self confidence and go to bed with the expectation of passing a restless night. If they have a pain they think it means a deep-seated disease, if they have no appetite they think it a bad symptom when perhaps nature wants them to quit eating, and stop cramming their digestive tract with too much food, which overloads their digestive organs and poisons the blood.

Do Not Lose Faith

No. 58.

BORN TIRED.

NOTHING could induce Ole Bull to play in public until his violin was in perfect tune. It did not make any difference how long it took him, or how uneasy his audience became, if a string stretched the least bit during a performance, even if the discord was not noticed by anyone but himself, the instrument had to be put into harmony before he went on. A poorer musician would not be so particular. He would say to himself, "I will run through this piece no matter if one string is down a bit. No one may detect it but myself."

One Note of Discord Spoils the Concert

Great music teachers say that nothing will ruin the sensitiveness of the ear and lower the musical perception and standard so quickly as using an instrument out of tune or singing with others who cannot appreciate fine tone distinctions. The mind after a while ceases to distinguish delicate shadings of tone. The voice quickly imitates and follows the musical instrument accompanying it. The ear is deceived, and, very soon, the singer forms the habit of singing off key.

It does not matter what particular instrument you may be using in the great life orchestra, whether it be the violin, the piano, the voice, or your mind expressing itself in literature, law, medicine, or any other vocation, you cannot afford to start your concert, with the great human race for your audience, without getting it in tune.

Whatever else you may do, do not play out of tune, sing out of tune or work out of tune. Do not let your discordant instrument spoil your ear or your mental appreciation. Familiarity with discord will wreck your success perceptions. Not even a Paderewski could win exquisite harmonies from a piano out of tune.

* *

Mental discord is fatal to quality in work. The destructive emotions—worry, anxiety, hatred, jealousy, anger, greed, selfishness, are all deadly enemies of efficiency. A man can no more do his best work when possessed by any of these emotions than a watch can keep good time when there is friction in the bearings of its delicate mechanism. In order to keep perfect time the watch must be exquisitely adjusted. Every wheel, every cog, every bearing, every jewel must be mechanically perfect, for any defect, any trouble, any friction anywhere will make absolutely correct time impossible. The human machinery is infinitely more delicate than the mechanism of the finest chronometer and it needs regulating, needs to be put in perfect tune, adjusted to a nicety every morning before it starts on the day's run, just as a violin needs tuning before the concert begins.

The Human Mechanism Must Be Kept Adjusted

It is strange that men who are very shrewd in other matters, should be so shortsighted, so ignorant, so utterly foolish in regard to the importance of keeping their marvelous, intricate and delicate mental machinery every day in tune; for harmony means efficiency, power. Many a business man drags himself wearily through a discordant day and finds himself completely exhausted at night, who would have accomplished a great deal more, with infinitely less effort, and have gone home at night in a much fresher condition if he had taken time to put himself in tune before going to his office in the morning.

The man who goes to work in the morning feeling out of sorts with everybody, in an antagonistic attitude of mind toward life, especially toward those with whom he has to deal, is in no condition to bring the maximum of his power to his task. A large percentage of his mental forces will not be available.

When will we learn that it is not the number of hours we work but the efficiency of the work done that counts? Many of us would accomplish much more in two or three hours of vigorous, effective work, when the mind is fresh and resourceful, than we would accomplish in an entire day with the whole system out of tune. It is the worst possible kind of economy to try to force good work out of a discordant instrument—tired nerves, a jaded or worried brain.

Forcing the brain to work when it is out of tune is a very shortsighted policy. It takes too much out of the human instrument. Multitudes commit suicide on many years of their lives by not keeping themselves in harmony.

* *

One reason why the lives of so many men are thin, lean, and ineffective is because they do not rise above the thousand and one things that untune their minds, that irritate them, that annoy and worry and produce discord.

Many of these failures, or people who do only mediocre things, really have a great deal of ability, but they are so sensitive to friction that they cannot do effective work when it is present. If they only had some one to steer them, to plan for them, to keep discord away from them, and to help them to keep in harmony, they could do remarkable things. But the men who do great things are obliged to acquire this "art of arts," the ability to keep in tune, in harmony themselves. No one can acquire it or exercise it for them, and no one can accomplish anything very great in this world unless he is able to do this—unless he can get out of his way, or rise superior to the thousand and one things which would irritate and distract his attention.

Little Irritations Kill Effectiveness

A great many people who are disagreeable and irritable when they are tired are very amiable and harmonious when they are rested. This ought to show them that the cause of their irritability and inharmony is nerve and brain exhaustion.

How often have we seen men who have become ab-

solutely unbearable, after a year of hard work, completely revolutionized when they return from a trip abroad or a few weeks' vacation in the country! They do not seem like the same men that they were before they went away. The trifles which would throw them into a fit of passion before their vacation do not affect them at all after their return.

* *

I know a man who is so irritable and disagreeable that an employee will not think of going to him about anything unless absolutely compelled to, because he is likely to get a storm of abuse, not because he deserves it but because his employer always vents his biliousness on some one, usually the first one who goes near him

I have seen this man go through his place of business in a perfect rage, abusing everybody in it. For years he has been the victim of his nerves. He is a slave to detail and works so hard that his jaded brain and nerve cells make him so irritable that a great deal of the time he is unable to control himself, and flies into a passion at the slightest provocation. This in spite of the fact that he is naturally a well-meaning man.

What a Brief Rest Will Do

A few months of travel or a good long vacation in the country would make a new man of him; but he thinks he cannot take time to put himself in tune, so he goes on forcing very poor work out of a very good machine, simply because he is out of harmony.

The mechanism of the mind is extremely delicate, and any of the animal passions let loose in the mental realm creates fearful havoc in a very short time.

Many of us commit suicide on precious years of our lives by all sorts of indiscretions, irregular, unscientific living, vicious habits; and many of us tear ourselves to pieces at a fearful rate with our discordant thoughts. Others again are out of tune a large part of the time because of worry—a great corrosive power which grinds the life away at a fearful rate. Anxiety wears, tears, wrenches the mental processes, and ages one rapidly.

How many men have failed of the great success which their ability prophesied because of the irritable habit, the "touchy" habit, the scolding, fretting, nagging habit!

A hot temper has cut months—yes, years, from many a precious life.

Somewhere in my travels I have seen what appeared to be a great stone face carved out of the side of a huge cliff, a face scarred and scratched by the sharp edge of gravel and sand hurled against it during the tremendous sand storms of the desert. Everywhere we see human faces scratched and scarred by tempests of passion, of anger, by chafing and fretting until the divine image is almost erased, and all power of accomplishing effective work has been destroyed.

* *

How little we realize the tremendous power there is in harmony! How little we appreciate the fact that it makes all the difference in the world in our life-work whether we are balanced and serene, or are continually wrought up full of discords and errors, and harassed with all sorts of perplexing, vicious things!

If we could only learn the art of keeping ourselves in harmony we could multiply our effectiveness many times and add many years to our lives. A man feels like a giant when his mind is perfectly poised, when his mental processes are running smoothly and nothing is troubling him. On the other hand, gravel in the shoe would make a Webster a fourth-rate orator.

Harmony Gives a Giant's Strength

I have seen a great statesman shorn of his power and made perfectly miserable by gnats and mosquitoes. He could not think. It took all of his time to fight these little pests. He could not use half of his great mental powers.

The efficiency of the great majority of business and professional men is seriously marred by the little irritating annoyances. The first thing, then, to do in order to make your life-work effective, is to get your instrument in tune and to keep it in tune. The moment it is out of tune stop playing; tune your instrument.

You will not lose half as much time if you do it promptly as if you put it off, to say nothing of the great injury caused the instrument by playing out of tune, and the suffering inflicted on yourself and those about you by the inharmony, the corroding discord.

People who have never tried it can not begin to realize the tremendous advantage of putting oneself in tune in the morning before starting on the day's work.

A New York business man recently told me that he never allows himself to go to his office in the morning until he has put his mind in perfect harmony with the world. If he has the slightest feeling of envy or jealousy if he feels that he is selfish or unfair—if he has not the right attitude toward his partner or any of his employees, he simply will not go to work until his instrument is in tune, until his mind is clear of any form of discord. He says that he has discovered that if he starts out in the morning with a right attitude of mind toward everybody, he gets infinitely more out of the day than he otherwise would; that whenever he allowed himself to go to work in the past in a discordant condition he did not get nearly as good results. He made those about him unhappy, to say nothing of the increased wear and tear upon himself.

This man's example ought to be very encouraging to those who think they cannot keep themselves in harmony,

because, a few years ago, his business and home life were full of discord, but by persistent mind-training, by forming a habit of holding the right mental attitude toward the world and toward his business, he has achieved a marvellous victory over himself, a victory which has wonderfully improved his health, his business and his happiness.

The next time you are in a discordant mood, when you feel cross and crabbed and out of sorts with everybody, when little things nettle you, and you cannot get along with your office boy or stenographer, when you seem to antagonize those about you, when your brain is confused and you feel that you cannot control yourself, just try this experiment. Stop work. Jump right up from your desk; leave whatever you are doing, and go out of doors. Walk a few blocks, or, if possible, slip out into the country and determine that you will drive out of your mind everything that fights against harmony and mental balance. Think of beautiful, harmonious things. Resolve that, whatever comes, you will be cheerful and poised, that you will not let little nagging things make a fool of you, that you will keep your mental instrument in tune.

In other words, resolve that you are going to be a man, that you are going to rise above trifles. Just say to yourself, "What a ridiculous thing for a great, strong man, made to dominate the forces of the universe, to be completely upset, thrown off his base by trivial, foolish, insignificant things!" Resolve that you will go back to your work a well-poised, self-possessed, self-respecting man, and that you will put it through with power, that you will allow nothing to throw you off your base.

The idea of a man capable of running a business going all to pieces over some little mistake of an employee, or some trifling, foolish thing which should not upset a fifteen-year-old boy!

Did you ever think that the people about you will not respect you if you have not more self-control? If you make a fool of yourself and fly into a rage or go to pieces over any little trifle, you will not only lessen their respect for you, but you will also lose your influence over them. You cannot control others unless you can control yourself.

Reason this way for a few minutes, in the open air if possible. Take in full deep breaths of fresh air, and you will return to your task a new man.

You will be surprised to find how well it will pay you to take time to put yourself in tune. No matter when you get out of tune, stop working, refuse to do another thing until you are yourself, until you are back on the throne of your mental kingdom.

Have you ever watched a centrifugal wringer in a laundry? It wabbles so badly when it first begins to revolve that it seems as though it would tear itself to pieces, but gradually, as the velocity increases, the motion becomes steadier and steadier, and the machine speeds with lightning rapidity on its center. When it once gained its center, its perfect balance, nothing seemed to disturb it, whereas when it first began to revolve, the least thing made it wabble.

A thousand and one trifles, which disturb one who has not found his mental center, do not affect the poised, self-centered soul at all. Even great things, panics, crises, failures, fires, the loss of property or friends, disasters of any kind do not throw him off his balance. He has found his center, his equilibrium, and no longer vacillates between hope and despair. He has found that he is a part of the great unity law that runs all through the universe, a part of the Infinite Idea.

Harmony is the secret of all power, effectiveness, beauty, happiness; and harmony is simply keeping ourselves in tune with the infinite.

This means absolute health of all the mental and moral faculties, and when these are normal their power is greatly enhanced. The poised soul is so intrenched in the calm of eternal harmony that he is beyond the reach of disaster or the fear of it, conscious that he so rests in the great arms of infinite love and perfection that nothing can harm him, because he lives and moves and has his being in eternal truth. Such a great serene soul is like a huge iceberg, balanced by the calm in the eternal depths of the sea. It laughs at the giant waves which dash against its sides and the storms which lash it. They do not even give it a tremor; its huge bulk, which enables it to ride calmly and serenely, without perturbation when lashed by the ocean fury, is kept in balance by the perpetual calm in the depths below.

No storm can disturb the calm of the poised soul.

As the inexhaustible sun is behind every ray of light, so the inexhaustible power of omnipotence is behind every human expression of the divine harmony.

Shadows cannot come over the body while the sun shines in the mind. It is as easy to protect the mind from its enemies as our homes from thieves. Learn to recognize these thieves of happiness, burglars of joy and peace and comfort, and banish them out of every entrance of the mind. Just learn to think happiness and hold the mind firmly upon those things which produce peace, joy, and gladness. Then discord and darkness cannot enter.

If we can preserve the integrity of the mind and protect it from its enemies—evil and vicious thoughts and imaginations—we have solved the problem of scientific living. A well-trained mind is always able to furnish the harmonious note in any condition.

Every man builds his world, makes his atmosphere. He can fill it with difficulties, fears, doubts, and despair and gloom, so that the whole life will be influenced to gloom and disaster; or he can keep the atmosphere clear and transparent by dispelling every gloomy, envious, malicious thought.

Hold the enduring, the immortal thought in the mind and you will be surprised to see how all discord will disappear. When the mind is held in the creative attitude, all that is minus, all that is negative, all the shadows,

all the discords will flee. Darkness cannot live in the presence of sunlight; discord cannot dwell with harmony. If you hold harmony persistently in the mind, discord cannot enter; if you cling to the truth, error will flee; if you cling to beauty, ugliness must vanish.

There is everything in holding the mind in a positive creative attitude, for this is a builder; the opposite a destroyer.

We must learn to cultivate, to nurse every element in us which makes for beauty, for harmony against discord, for truth against error—everything which creates—or we must inevitably fall victim to the opposite: the destructive, the tearing down, the decaying processes.

The time will come when pupils in the schools will be taught to treat their thought enemies as they would a thief. They will be taught that every bad thought, every discordant, false thought that they entertain weakens and defaces their characters, that they cannot afford to harbor, even for an instant, one of these life enemies, these happiness enemies. They will learn to recognize them just as quickly as they would an enemy who was trying to do harm to their person or property. Then the millennium will be in sight.

* *

A Pointer on Personal Beauty

There is a saying that, "Every time a sheep bleats, it loses a mouthful of hay." Every time a woman worries she loses a little of her attractiveness and takes on marks of age.

If your servant scorches the soup or overcooks the meat, never mind. You cannot afford to worry about it, and if you scold her, you may make up your mind to lose some of your beauty, to let go some of your magnetism.

If the members of the family are habitually late to meals, try to remedy it, but don't worry about it. If you do, you will grow older in the process.

If your husband or children do things which do not please you, don't nag at them. This will only aggravate the evil you complain of, and it will cost you some of their love and respect. Every time you nag you will lose a little of your power to charm and attract them to you.

If the cleaners spoil your favorite dress, don't get angry about it. An outbreak of hot temper will take away much more of your attractiveness than your dress could supply.

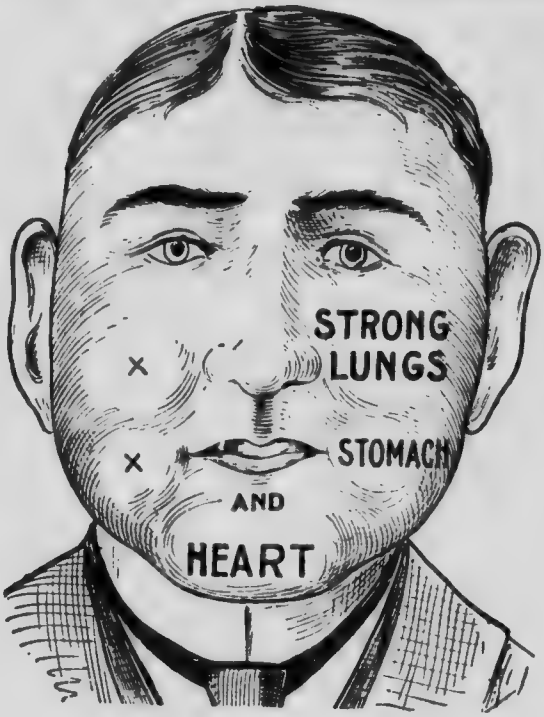
If you lose your pocketbook, don't worry about it. Worrying will not bring it back, but it will take out of your face and disposition that which money can never replace.

If you meet with bitter disappointment, don't fret, don't cry over it. If you do, you pay a penalty which you can ill afford. No woman can fret and nag and worry, and keep away the marks of age—or retain her beauty and power to please.

Extravagance in Nerve Force

Most of us, through ignorance, put our physical and mental machinery to much unnecessary strain. We push and drive and force, wasting double the energy needed on just the simple things of routine living.

I once watched a friend of mine, who had been nervously run down for several years, getting a Sunday night tea when the maid was out. We had the whole evening before us, but she hurried from pantry to kitchen, down cellar for the canned fruit and up, into the dining-room and out as if her life depended on saving sixty seconds. Not one motion did she make without using more force than she needed. She fretted about the shortcomings of the maid as she worked, and took no comfort in her dainty meal because an unimportant bottle of olives had been forgotten in the Saturday ordering. After supper she hurried through the dishes, at a pace that made me breathless, so as to join the rest of the family in a sing. But by the time she was ready she had tired herself out completely and had to go to bed instead. The most casual observer could see that she had come by her nervous exhaustion honestly.



No. 58

Here is an illustration that means much to those who would measure vitality and understand health. The facial lung pole is outward from the wings of the nose and indicated by a positive convexity. The digestive centre is outward from the lips and indicated in the same way. A strong heart is indicated by a large, broad, projecting chin. The opposite of these developments means a negative condition of the lungs, stomach and heart.

Physical Conditions and Meanings

.....**Personal Magnetism**—Influence over others.

.....**Organic Quality**--Humanity, Breed; Blood, Hereditary Quality.

.....**Health**—Sound state of body and mind.

.....**Activity**—Ability to move and think quickly; nimbleness.

.....**Mental Temperament**—The brain, its quality, size, texture, etc.

.....**Motive Temperament**—The bones and muscles; their power, etc.

.....**Vital Temperament**—The organs that create life-force.

.....**The Lungs**—The breathing power.

.....**The Stomach**—Power of the stomach to digest food.

.....**The Heart**—The blood and circulatory power.

.....**Excitability**—The tendency to lose self control.

CHIROLOGY

or the

Scientific Study of Human Nature (health and character) from the Hand

The Science of Chirology can be traced back into history some 3,500 years, and there is no doubt that it existed long years before that period.

During all these years it has been recognized as an unfailing guide to the health as well as the character of the person. In India and in China the doctors depend upon the indications of disease revealed by the hands of their patients. The hand is the active servant of the system, therefore it must be aware of all that affects the system. Medical science has demonstrated that there are more nerves in the hand than in any other part of the body. The pulse can be felt only by the fingers; not even by the tip of the tongue, which is a very sensitive point. Scientists and men of learning in all ages have acknowledged that the hand plays the most important part of any member of the body.

Just here is where Chirology comes to the almost instant relief of the Physician who is a Scientific Chirological Diagnostician. Men and women are born under conditions that produce given results. Physicians are often thwarted in their efforts because they do not receive the proper information—the history of the case. This is impossible with the Chirologist. He reads in the hand even the parental influence and ailings, and knows the conditions under which the patient was born into the world. The physician who, while he is making the acquaintance of his patient, tells him of many of his leading traits of character, and that at such a time he had such an illness, or such an accident, to such a part of his body, has already an open sesame to his confidence, and has assuredly started him on the road to recovery.

In my professional experience I have been very successful in dealing with diseases of the Respiratory System. I have found that in cases of inherited delicacy of the lungs or throat that the nails were always long, thin, and highly curved. In cases of Tuberculosis I have found the nails to be covered with ridges running lengthwise. An indication that has stood the test for 2,500 years is, that when the nail of the first or index finger curls over the end of the finger and also sinks deeply into the flesh at the base, the patient is in the last stages of consumption

In cases of Catarrh, Laryngitis, or Bronchitis I have found that the nails were similar to the above except in length. They were usually a little shorter

Short nails I have always found on the hands of people suffering from heart disease and poor circulation. Whenever the circulation was much congested, giving a tendency to paralysis, the nails always have a pinched appearance at the base, resembling a triangle in shape. The nearer the approach of paralysis the smaller the nails become and the less they seem inclined to hold on to the flesh. Finally they become almost detached, turn back at the edges and get white and chalky.

Children who bite off their nails inherit some delicacy of the system. They usually suffer greatly through nervousness and nerve diseases.

I have always found that patients whose skin was damp and cold were either suffering from serious liver trouble or were addicted to an unnatural vice of the reproductive organs. I also find that when the skin is very dry and rough that the patient is troubled with skin disease and often subject to fever. Again, very smooth skin (like satin) always tells me that the person will suffer from Gout, Rheumatism, or Kidney and Bladder trouble.

A very pale skin always tells me that the blood in the system is very much impoverished.

The above are a few of the many indications I have discovered in examining the hands of my patients. My space is too limited to detail the many indications that a student will soon learn to observe by following the rules laid down in the following pages.

How to Tell the Condition of Health

The most important thing is our health, both physically and mentally. By knowing that the lungs, throat, kidneys, or other organs of the body are weak we can take care of them; we can take proper measures to strengthen them and thus prevent disease. Parents should examine carefully the hands of their children and determine what organs of the body are weak and what are strong, so that their children may be cared for properly in their youth and grow to be robust and strong.

Finger Nails—Points to bear in mind.

The finger nails reveal the present condition of health and the health as it has been for about four months in the past. The nails upon the right hand of the average adult require about 132 days for their complete renewal in cold weather and about 116 days in warm weather while the nails upon the left hand require from eight to ten days longer. In the case of children the growth is usually a little more rapid. The thumb nail requires about six months for its complete renewal. So on this nail, we can read the conditions of the health for six months back.

Remember that the care of the nails does not affect their type, for the man of ease may have short nails while the laborer may have long nails, or vice versa. The length of the nail is measured by the distance from where the flesh joins the nail to the end of the finger. If the nail extends beyond the end of the finger the amount that it extends beyond is not considered as a part of the length of the nail.

Generally speaking, people with long nails are not as strong physically as people with short nails. People with very long nails are quite liable to suffer with diseases of the Respiratory System—Head, Throat and Lungs.

People with very short nails are more liable to suffer from heart diseases and diseases affecting the lower part of the body Kidneys, Bladder and Lower Limbs.

These points you can observe across the room, at the table, etc., without the person knowing that you are reading his condition of health.

If, on close examination, you find that the nails are very long (from three fourths of an inch to an inch,—see illustration below) also much curved from side to side

No. 60
Long Curved Nail

(convex), that person will have a weakness of the respiratory organs, usually the lungs or bronchial tubes. In measuring the length of the nail, take a rule and measure from where the flesh joins the nail to the end of the finger only; do not consider that part of the nail which protrudes beyond.

If the nails, in addition to being curved, are also ridged or fluted (see illustration below), the condition is

No. 61
Ridged Nail

aggravated and it is almost a positive indication of consumption of the lungs. Take special notice of the nail

of the first finger. If this nail is bent inward at the base, is long and curved and curls over the end of the finger (see illustration below), it is an unfailing sign of

No. 62
Long Curled Nail

scrofula and consumption. When these nails are found, you will usually find also that the palm of the hand will be very warm and often feverish. The tips or ends of the fingers seem to be enlarged or swollen on the inside.

When you observe any delicacy of the Respiratory System, it is your duty to take deep breathing exercises. You need plenty of fresh air inhaled through the nostrils. The vitality of life depends upon the respiration and the amount of pure oxygen taken into the lungs. By proper attention to the breathing, the person can build up his health and lengthen his life.

If you find that your subject has nails that are only moderately long, possibly one-half to five-eighths of an inch, but are curved and fluted, like No. 61, the person will then suffer from Throat and Head troubles, such as Catarrh, Asthma, Laryngytis and Bronchial affections.

If you find that the subject has nails that are long, (not much curve) wide at the top, contracted toward base and bluish in color with very little of the white crescents showing above the flesh (see illustration below),

No. 64
Long and Triangular in shape

the person has a poor circulation of the blood throughout the system resulting from past ill health, nervous prostration or apoplexy. This type of nail is very frequently noticed on the hands of ladies between the ages of 14 and 21, also 42 and 49. Those being the periods of especial nervous strain in a woman's life.

If your subject has a very narrow ($\frac{1}{4}$-inch wide) long ($\frac{3}{4}$ to 1 inch), and highly curved nail (see illustration below), the spine is not strong and often diseases of the spine already exist.

No. 65
Very Narrow Long Curved Nail

If your subject has nails that are short, flat and having little or no white Crescents showing (see illustration below), it is a sure indication of weak action of the

No. 66
Short Flat Nail

heart, poor circulation of the blood and often torpid (inactive) liver.

Large white Crescents at the base of the nails (see illustration below) always indicate a strong action of the

No 67
Large Crescent

heart and a good circulation of the blood. A free and bounding circulation of the blood throughout the entire body implies warmth and physical vigor, health and life. The opposite of this will be the case where a poor circulation is shown. The blood will fill up with impurities, the hands and feet get cold, the physical and mental forces become dulled and weakened and disease sets in.

If you find these short nails are thin (like thin rubber) and square at the base, bluish in color and having no white Crescents at the base (see illustrations below) then you will find that the subject

No. 68 No. 69
Short Nail. Square at the base.

has some disease of the heart, possibly Aneurism (dilation of an artery). This can be determined by an examination of the Heart with the Stethoscope.

If you find short nails that are flat and triangular in shape, sometimes showing an inclination to lift up or turn back at the edges, and in some cases being concave in shape (see illustration below) the person is threatened

No. 70
Triangular Shape Nail

with paralysis, progressive in its nature. As the disease advances, the nails become white, brittle and chalky. Usually when the disease has advanced to this stage—which is near the end—the palm will become chalky and sometimes the lines disappear from the palm, especially if the patient loses the use of the arm. It is possible for people to have paralysis (better known as apoplexy) as the result of some great physical or mental strain, without having this type of nails.

Nerve diseases are indicated by short nails, that are very flat and deeply sunken into the flesh at the base (see illustration below), and also by nails that are

No. 71
Short Flat Nail Sunken into the Flesh

short through the habit of biting them off.

Nervousness as a result of impoverished blood is indicated by nails that are covered with white specks or

spots. These spots will disappear as soon as the system is toned up and put in good working order. The nervousness will also disappear.

Black and blue spots are usually found underneath the nails just preceding and during Typhoid or Yellow Fever, Diphtheria, Cholera and Smallpox. The spots indicate the poison in the system.

When you observe that the nails are yellowish or flecked with yellow and white, it indicates a torpid liver, Biliousness and possibly Jaundice, etc.

The healthy color of nails is pink.

Very red nails show an excess of blood in the system, when the nails are red, the lines in the palm will also be red. Here is danger of apoplexy.

Nails very white in color with pale skin indicate an Anaemic (poverty of the red corpuscles) condition of the blood.

Generally speaking, thin nails indicate a more delicate condition of health than thick nails; therefore if you find a thin place or hollow across the nails followed by a thicker or normal nail, it will tell you of a past condition of illness or delicate health, the date of which you can easily calculate by using the method given elsewhere.

Important Note.

It matters not what your belief may be in regard to the indications shown by the nails, all we ask is that you study our instructions carefully and give them a fair test upon those with whom you come in contact. The indications which we have laid down in regard to health are absolutely unfailing.

Character Reading

FINGER NAILS

We will begin this study of reading character from the hand (Chirology) by first examining the nails. The knowledge of human nature to be gained through the study of the nails alone is very valuable.

If you find your subject has short nails (by which we mean nails that are shorter than they are wide—see illustration No. 68) you will find that he has a quick temper (it may not last long), he is critical and more or less skeptical, he is also inquisitive and is intuitive, and energetic at times. These people analyze everything with which they come in contact; they incline to reason, logic and facts and take little for granted. Short nailed people make the best critics; they are quick, sharp and keen in their judgment; they are fond of debate and argument and hold out to the last; they also have a keen sense of humor and of the ridiculous.

No. 72
Short Nails

People with excessively short nails (see illustration No. 72) usually have a physical, teasing, worrying, quarrelsome, irritable disposition. If other indications show a weak hand, they are often frivolous.

If your subject has short nails and they are also thick and hard, and the flesh grows up on to them at the base, so that it splits and produces hang nails when forced back, it indicates a quarrelsome nature, especially if the nail is much broader than it is long.

Short nails with soft palms (soft palms show dislike to physical work) belong to the natural critic, one who has a keen sense of humor, but often giving to talking too much. In criticisms they are usually ironical and scornful. They make good overseers and Managers. They know how things should be done and expect other people to do them. Being critical, they quickly note every error or neglect on the part of other people.

Short nails that are broad and square at the base (see illustration below), especially if inclined to be red,

No. 76
Short, Broad, and Square at the Base

show passionate anger. If they are much wider than they are long (see illustration No. 72) it also indicates great stubbornness. Nails short from the habit of biting them off, indicates a nervous, worrying nature.

Where you find nails that are large, long and round at the base (see illustrations below), they indicate clear,

No. 77

No. 78

Large, Long and Round at the Base

sound judgment. Such a person will usually think well before he acts. An even temper is also indicated.

In disposition, people with long nails (see illustration No. 60) are less critical and more impressionable than those with short nails. They show more resignation and calmness in every way. As a rule these people take life easily. Being idealistic and artistic by nature, they are fond of poetry, painting, etc. They, as a rule, are inclined to be visionary and shrink from facing disagreeable facts; inclined to procrastinate and put off until to-morrow what should be done to-day.

Nails that are long, thin and narrow (see illustration below) indicate a timid, retiring, cowardly nature. These

No. 79
Long, Thin and Narrow

le avoid trouble as far as possible, sometimes at the cifice of truthfulness.

It will be noticed that the temper of the short nail is soon over, but the temper of the long nail rises slowly and it also takes the owner a long time to get over it. Such persons usually have good reasons before they get angry, as their judgment comes in to guide them.

The narrower the nail, the more timid the nature; therefore, proportionately as the nail widens out it shows more self-confidence, courage, firmness and so on to stubbornness and aggressiveness, as it exceeds its own length.

Remember this, that when a person having long large nails is forced to get really angry with you, he never forgets it. He may forgive you, but you will never be the same to him again. He will never have perfect confidence in you again.

There is a decided difference between persons whose Thumbs are flexible (bending back at the first joint when pressed on the end) and the people whose Thumbs are straight and firm.

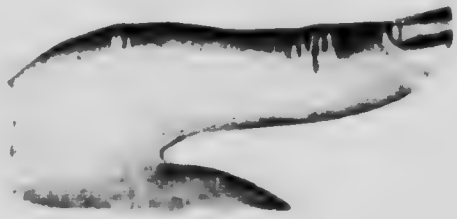
FLEXIBLE. (See illustration below.) These people

No. 80

Flexible Thumb

are adaptable to circumstances. They are natural spendthrifts. They are not only extravagant in money matters, but in ideas, as well. They advance by leaps and bounds and do not use much caution. They sometimes make mistakes, but do not worry very much over that which is past. They are often lacking in continuity and perseverance. They get discouraged and desire a change more quickly than the people with firm Thumbs. They are, however, noted for being enthusiasts while things run favorably. As a rule they have a liberal standard of morality and are also less particular from what source success or money comes. But they are "good fellows" and spend their money with great freedom. They are usually successful sociably, because of their adaptability to people and circumstances. They are forgiving and seldom hold any feeling of revenge. They dislike trouble in any form and would go out of their way to avoid it. They are sentimental and demonstrative in friendships and affections.

FIRM AND STRAIGHT. (See illustration No. 81 below.) Here we find the opposite characteristics from those mentioned in No. 80. These persons have a strong



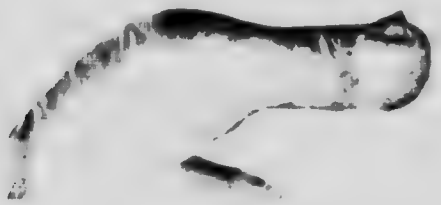
No. 81

Firm and Straight Thumb

will and a stubborn determination which makes them stronger in character and more practical in the use of their ideas. They are more cautious and secretive and advance more slowly but surely. They stick to one thing and carry out their purpose. They rule with strength and have a high sense of justice. They control self as they would machinery. If you deceive them, they seldom forget it, and sometimes they seek revenge. "An eye for an eye," etc. In love they are not very enthusiastic or demonstrative, but are staunch and true. In friendships and promises they are to be depended upon. In money matters they are practical and economical; they usually get full value for their money.

SLIGHTLY CURVED BUT FIRM. This is a happy medium between the two previous types, it is naturally curved but is firm and will not bend further under pressure. These persons partake of a part of the qualities of both the previous types. They are generous without being extravagant. They are adaptable to a certain point, beyond that they are firm and independent. They will try to avoid trouble, but will not be imposed upon. Their enthusiasm is always tempered by a certain amount of caution and reason. They are generally forgiving, never revengeful, but seldom forget an injury. In ruling people they first try influence or reason; if that does not succeed, then they become firm and tenacious. They strike the happy medium between two extremes.

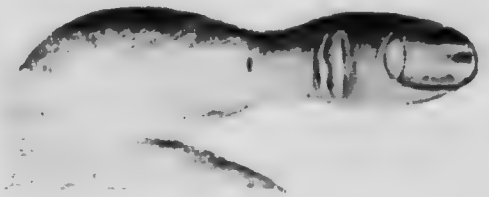
CLUBBED. A "Clubbed" Thumb is so called because of the large development of the flesh at the end. (See illustration No. 8, below.) It is termed by many writers



A "Clubbed" Thumb

the Murderer's Thumb. It is true that it is often found on the hands of persons who have committed murder, but it is also found on the hands of those who have not or possibly never will commit murder. It indicates that the owner has no control over his passions or emotions; that he has at times a violent, uncontrollable temper, and that during that passion he is likely to do many things that he will afterwards regret. If the provocation and opportunities were favorable at the time of this passion, he might kill, but he would never contemplate or plan to murder anyone. It is a fact that I have noted in hundreds of cases, that at other times his disposition seems to be more than agreeable, even angelic. The cause of this passion seems to arise from a defective heart action, for these persons often die while in the rage or passion.

SECOND PHALANGE WAIST-SHAPED. (See illustration No. 83, below.) This shows a love of the in-



No. 83

Second Phalange Waist Shaped

tellectual, a quick, bright intellect; also tact, born of mental power.

Questions and Answers on Health

Answered According to the Principles of Physiology and Chirology.

The professional fee for writing Answers to all of the following 25 Questions is $1.00.

51. Do I possess much Animal and Vital Magnetism?
52. Am I liable to Contagious Diseases?
53. Have I any Physical Weakness?
54. Is my physical constitution strong, medium or weak?
55. Have I ever, or am I at present, or am I likely to indulge in any habits or excesses which would be detrimental to my health?
56. Do the soundings of the Amplephone or the signs of my face show that my health has been affected by the use of tobacco, drugs, liquor, tea, or by overstrain?
57. Has my present occupation any injurious effects on my health?
58. Should I pay more attention to the building up of my Physical Constitution?
59. Have I too much ambition in proportion to my physical strength?
60. Which is my strongest Physical Organ?
61. Which is my weakest Physical Organ?
62. Should I avoid heavy lifting?
63. Are there any Games or Recreations I should not engage in?
64. Am I Quick and Active, Medium, or Slow and Plodding?
65. Is there any danger of me becoming addicted to Strong drink?
66. Am I Nervous? If so what is the cause, and how can I improve my condition?
67. Does my Mental, Vital or Muscular Power predominate?
68. Am I liable to Lung Weakness?
69. Should I avoid working in dust, such as threshing, in a planeing mill, flour mill, cement works, etc.
70. Am I liable to Stomach Weakness?
71. Am I liable to Heart Weakness?
72. Am I liable to Kidney Weakness?
73. Would the effects of Tobacco first effect my Lungs, Heart, Stomach or Brain?
74. Am I Impulsive and Excitable?
75. In case of the loss of Money, Children or Health should I guard against Thoughts of Suicide or Insanity?

CHIROLOGY

The hands being the active servants of the mental, physical and psychological faculties of the human system, they must be in perfect harmony with, and fully understand all that effects the system. The nerves in the hands are in direct connection with corresponding nerves in the brain and in all parts of the system. Therefore, the hand becomes an index to or an encyclopedia of the human system.

If you will make an examination of the hands of those you meet you will be impressed with the fact that there are no two hands alike. In truth you will discover that they are no more alike than are the faces of the separate owners. This is in keeping with the fact that there are no two people just alike in disposition, or in mental and physical capacities; nor are there any two people who follow exactly the same course in life.

TYPES OF HANDS

There are six distinct types of hands. All others are called Mixed, as they are composed of parts of some or all of the pure types.

In this study we will begin with the least material type and go down the scale to the lowest type. The type is determined by the shape of the ends of the fingers We begin with the type having the most pointed finger tip and as we go down the scale the tips gradually get wider and wider. The first type is called

The Psychic or Idealistic Hand.

This hand in shape is long and slender, with long smooth fingers; the first phalanges long and tapering to a sharp point; the nails are almond shaped and pink in color. The skin is white, the palm soft and covered with lines. The Mounts of Moon and Venus are most highly developed. The Thumb is long and slender. (See illustration 84 on opposite page.)

This hand is as beautiful as it is scarce. The owners of these hands live in the realms of idealism, and to its softening influence is due much of the beauty of imagination, which takes away the coarse materialism with which they are surrounded. They live in Cloudland, consequently they have a very imperfect conception of things that pertain to real life; they look at them from too elevated a position to understand them. It is divine reason they look for everywhere. They are guided solely by impulse and impressions. For them to begin, by a mental process of reasoning, to arrive at conclusions would be an impossibility. They love poetry of the idealistic order and music that appeals to the soul. They love art in all its forms, but prefer the visionary pictures that are the creation of some artist's imagination. They are gentle in manner, quiet in temper, confiding, and instinctively trust anyone who is kind to them, therefore they are easily imposed upon.

They have no idea of how to be practical, business-like or logical; they have no conception of order, punctuality or discipline. They have the intuitive faculties highly developed and are natural mediums and clairvoyants, because they are more alive to feelings, impressions and instincts than any other type! As they are deficient in material qualities they do not put their talents to use in a business sense. As spiritualists they are endowed with mysticism and prophetic ecstasies.

In affections they are changeable. They love devotedly for a short time, and then their souls roam to spheres where their mates cannot follow them and then love soon dies. They are naturally religious and dwell in spiritual. They are more impressed by the music and ceremony than by the logic or truth of the sermon. That which is mysterious always has an attraction for them.

No. 84. **The Psychic or Idealistic Hand.**

They have a nature of so high refinement that the semblance of the vulgar or rude is not tolerated by them. They have the most beautiful flights of fancy, and winning ways that impress you with the feeling that they must have been sent to this earth to increase our love and appreciation of the beautiful. They suffer greatly from coming in contact with this rude, unsympathetic world, and are, at least, entitled to our sympathy.

No. 85. Conic or Emotional Hand.

Conic or Emotional Hand

In shape these hands are a little broader and shorter than the psychic. The fingers are smooth, (no developed joints) full at the base where they join the palm and slightly tapering to the ends; resembling elongated thimbles. The palm is slightly tapering and rather soft in texture. The nails are usually long and curved. (See illustration No. 85 above.)

People of this type are more material in their tastes than the psychic, though possessing many of the same characteristics.

They are the appreciators of all that is artistic and beautiful, and next to beauty they prefer pleasure. These two tastes rule their lives. They prefer that which pleases to that which pays. So long as a thing is beautiful it matters little to them if it be true or not. Their natures are emotional, impulsive, enthusiastic and sentimental. Love of luxury and indolence is a very marked characteristic They are very often clever and quick in thought and ideas, but are so deficient in tact and patience and tire so easily that they seldom carry out their intentions.

This type has been called the artistic, but this relates more to their temperament than to their ability to carry out their ideas. They are influenced by the artistic, by color, music, eloquence, tears, joy or sorrow, and are, therefore, purely emotional. They pass suddenly from the loftiest exaltation of mind to the profoundest despair. They judge by impulse and impressions and not by reason. It is these moods that are constantly surging through their minds and bodies that produce impressions, therefore they think and act to-day the opposite of yesterday.

The owners of these hands ar· observers of the law only when it does not, personally, interfere with them They cannot stand restraint and will rebel against monopoly. Attraction rather than duty will be their guide through life. Inclined to enthusiasm they will constantly need excitement, and this will render regular domestic life heavy and uninteresting to them. Being emotional they fall violently in love for the time, but the harness of matrimony soon becomes irksome, and such duties as the daily routine of marketing, absolutely unbearable. They need excitement, love travelling, entertainment, theatricals, etc.

They are good in conversation, but are more or less superficial in knowledge. They lack application and concentration and make poor students. They are changeable in friendships and affections; they are very decided in their likes and dislikes, usually carrying them to extremes. When angry they speak their minds freely and without discrimination.

They are sympathetic and generous and easily moved to give by a tale of woe, or at the sight of tears. They are, however, selfish where their own personal comforts are concerned. Their imagination is highly developed and they do not care so much for that which is real, as for that which appeals to them. They attach more importance to passing glory than to solid, durable success. They often possess instinctive religious faith, because it saves them the trouble of reasoning. They have a taste for and an appreciation of the plastic arts, painting, sculpture, poetry of the imagination and senses, and cultivation of the beautiful in the solid and visible form.

If the palm is hard and elastic and the thumb is strong, these people if encouraged for an artistic career would have a fair chance for success, and under such conditions make good actors, actresses, singers and orators, or fill other callings requiring purely emotional ability. Remember, these people depend upon the inspiration of the moment, not on thought, reason or study. They may do things well, but will not know how they did them. So far as talent is concerned, this type but relates to the natural temperament and disposition of the person; it is the foundation on which the talent may be built.

If the thumb is weak the person will have very little control of his sensual appetites and pleasures. Indolence and love of luxury will then predominate.

Philosophic Hand

These hands are rather large, long, well developed, but bony. Both the upper and the lower joints of the fingers are developed. The fingers end half square, half conic; the nails are long; the thumb is large and long. (See illustration No. 86 on following page.)

These people are the opposite in every way to the psychic and conic. Here we have the distinctive qualities represented by the developed joints, giving both mental and material order. They think by a system and have stored for use when needed a stock of facts which they can bring forth from the storehouse of their minds and use as occasion demands. They take nothing for granted and seldom act impulsively. They act by reason entirely and are the students and investigators who plow the new fields in everything. They care nothing for what someone else says is so; they investigate for themselves. What they cannot prove they are not likely to believe.

They are natural students of human nature and are also attracted by all peculiar or mysterious subjects. They are silent and secretive, deep thinkers, careful over little matters, even in the use of words. They like to be different from other people, in fact, take pride in being so. They are usually egotistical, but have many reasons for being so, as their knowledge is power. They look on both sides of a subject and create a religion from their own deductions, containing only such things as they have been able to prove.

They are gifted with calculation, deduction and analytical capacities, therefore, take nothing for granted, but prefer to reason all things for themselves. They are independent, scientific thinkers, and express themselves clearly and with exactness. They are not guided by sentiment in anything. The HEAD, not the HEART, rules them. They are practical, not fanciful, reason rules them even in affection, therefore they are not very demonstrative but are sincere. They rarely forget an injury, but wait for opportunities to serve them. Tact and diplomacy are their strong points. They are satisfied to devote their time to gaining knowledge; it is more to them than money. They seldom become very wealthy. They appeal to reason, proof, examination, liberty and free thought. They have a taste for the unique and are usually collectors of curios and Oriental wares, because they are different from that which other people have.

If you have occasion to transact business with the owner of a philosophic hand, do not make any statement you are not prepared to prove. If you have any plans to place before him do not expect an immediate reply. Give him time for consideration and reflection. It is necessary. As these people are generally honest, you will get their earnest thought and honest opinion.

The philosopher is searching for the truth: it is his mission to separate the counterfeit from the genuine. He is a hard worker and fills a place in the world, that is absolutely necessary to its well being. If it were not for him we would go too fast and rush ourselves out of existence. The short, smooth fingered people with their quickness, impulsiveness and disregard for details would get along very poorly without these slow, careful, philosophic people, to act as balance wheels.

If the joints are excessively developed, the hand hard and the thumb very large and firm, behold the philosophic crank, who carries everything to extremes. Such people would make you very unhappy if you had to live with them; You could never do anything quite right, according to their ideas.

No. 86 **Philosophic Hand.**

No. 87. **Square or Useful Hand.**

Square or Useful Hand

This hand is square in shape, medium in size and rather firm of texture, with fingers of an even width from the palm to the tips, except where the joints are visible. The thumb is large and stiff with the base (Mount of Venus) well developed. The nails are usually short and square. (See illustration No. 87 on opposite page.)

The possessors of these hands have great perseverance and tenacity of purpose. They love order, conventionality, truth and fair play. One law, of all others, is dear to them, that of continuity, and it is according to that rule that their development takes place. The earth is their home; they can see nothing beyond this social life of man; they know no more of the world of ideas than the naked eye can know of heaven. They intentionally confound discipline with civilization, i. e., they are narrow-minded respecters of the letter of the law, and arrange all rules as duties, and only tolerate such impulses of the mind, the soul and the heart, as reason, considered from a narrow aspect, accepts and permits. Therefore, they are always ready to deny all they cannot see, feel or understand, and to look upon the limits of their understanding as the limits of nature. Such intelligences, otherwise strong, have no wings; they can expand but they cannot rise.

These people, however, are orderly, punctual and precise in manner, not from any innate grace of nature, but more from conformity of custom and habit. They respect authority, love discipline and are slaves to custom. They have a place for everything and everything is kept in its place, not only in the household or office, but in their brains. They are not quarrelsome, but are determined in opposition. They prefer peace to war at all times.

Their tastes run in the line of moral, political, social and philosophical sciences, grammar, form, language, logic, mathematics, literary exactitude, meter, rhythm, symmetry, arrangement and strictly defined conventional art. They have great commercial talents and encourage business and agriculture and also make successful teachers and lawyers.

They have a strong paternal instinct, a love of home and its consequent duties, but they are not demonstrative in affections or friendships. If they tell you once or twice that they care for you or are your friend, they expect you to believe it, and they cannot see the necessity of repeating it daily. They lack originality and have little or no imagination and are not versatile, nor can they adapt themselves to other people, but they can obey through a sense of duty.

Their strong points are application, force of character and strength of will. They are sincere and true in their promises, staunch in friendships and honest in business. They recommend themselves by their good sense rather than by their genius, by their cultivated talents rather than by the faculties of imagination. These people only accept those who are educated, disciplined, molded and trimmed by a certain pattern. They like people to be polite, civil, and respectful as they are and they dislike brusque manners. They judge people unfavorably for unpunctuality, coarseness of speech and rough behavior.

This type of people will usually deny that there is anything in any science of nature. They will even deny heaven or a future existence. They believe that there if nothing beyond this mortal life. They are honest in that belief, because they cannot see, and what they cannot see they cannot believe.

Spatulate or Active Hand

This hand is broad at the base and the fingers end blunt and broad (spatulate.) The hand is usually large and broad with fairly long, well developed fingers. The thumb usually bends back, (see illustration No. 88 on opposite page.)

The strongest characteristics of these people are self-confidence, independence of spirit and originality. They have an intense love of energy and action. These hands are called the active because their owner is filled with the love of action, motion and locomotion. He is restless and desires to be on the go all the time, he is never quite satisfied.

The spatulate hands have always been found to be the best colonists, for they are tireless workers. They are fond of animals, horses, dogs, and all such useful and domestic pets. They are fond of games, such as baseball, football, or anything that requires skill and energy. If their hands are hard they like to play the games themselves, if, however, their hands are soft, they will love to sit and watch others play.

Women with spatulate hands are those who are stylish and up-to-date, natty, full of arts and graces, fond of dash and athletic sports, and are proficient in golf, tennis, horseback riding, or cycling. They are fond of children, but they like other people's children best. They are very careful with whom they fall in love, as they must always be sure that he is able to furnish the necessities of life. They are true as steel in affections and love devotedly but with feelings that are more energetic than delicate. Constancy in love is more easy to these people than it is to those who are poetic, for they are more attracted by the charms of youth and beauty and are not restrained by the sense of duty that guides the spatulate hand in affections. Platonic, filial, paternal and parental affections, are distinctly the attributes of the owners of these hands. They are the advance agents of thought, and are often called "Cranks," because they are original. These hands are found to belong to explorers, navigators, discoverers, inventors and engineers. All the explorers of the past ages are recorded as having this type of hand, and it is known that the modern explorers have such hands. They are always brave and do not hesitate to dare anything to accomplish their ends. The greatness of these people is the base of our civilization. Their sturdy qualities are those that discovered our country. It is the bravery of these hands that has made America "The home of the free; the land of the brave." It is the dash, the vigor, the energy, the originality of these people that has made this country the land of invention, discovery, progress, in fact, the greatest land under the sun.

These people usually play some musical instrument. When they [illegible] their strong points are originality, technique and execution. Our most brillant pianists have the spatulate hands. When the third finger on any hand is spatulate it gives the love of active art, drama or instrumental music.

When the palm is firm and the thumb fairly firm these people gain their greatest success. If the hand is fat and soft they do very little work themselves, but enjoy seeing others work. They make strict overseers and sometimes regular slave drivers. They do not travel much but delight to read tales of travels and discoveries.

The excessive development of this hand denotes a very aggressive, active person whose mind and body seem never to rest for a moment. A disagreeable person to live with.

No. 58. Spatulate or Active Hand.

Elementary Hand

This type of hand has an extremely thick, hard palm, with short, stiff, heavy fingers, the tips of which are rounded and shapeless. The nails are short. The thumb is short and clumsy; the nail phalange usually turns back and is often of the "clubbed" type. (See illustration No. 89 below.)

These people have very little mental capacity, but they have a certain low cunning of the animal instinct, not of reason. This is the lowest type of humanity, and in its purity is only to be found in the polar regions and among the nations of Tartar or Slavonic origin. Modifications of this type may, however, be found in almost every country, especially in mining districts, where they undertake unskilled manual labor and the endless routine of coarse work, that can be carried out by the dim flickering of the light of instinct.

Strangers to enthusiasm these hands indicate feelings which are heavy and sluggish; an imagination asleep; an

No. 89. Elementary Hand.

inert soul and a profound indifference about everything but the rough needs and pleasures of the immediate present. They are without aspirations, they but eat, sleep and die. Shut in on all sides by material instincts, their opinions are formed in a groove, which is impervious to reason. Their virtues are generally of a negative nature. They are always more or less superstitious and are troubled by phantoms, spectres and apparitions, especially when in isolated places. Neither inertia nor insensibility however is able to protect them from pain or sickness, they succumb to its attacks more readily than other people because they are lacking in resources and in moral strength and will power to combat it. They are violent in temper, but have no courage, and little or no control over their passions.

In this, the elementary hand, we find a good demonstration of these axioms, that "Organs which are practically insensible can only convey imperfect ideas to the brain;" that "The outer man is merely a reflection of the inner man" and that "As is the body, so is the mind."

The Mixed Hand

In shape the mixed hand is composed of parts of some or all of the previous pure types. The palm may be square with one finger conic, one square, one spatulate and one philosophic, and various other combinations will be seen. (See Ill. No. 90.) The intelligence which is revealed by these hands is to be read from the various types represented. Versatility is the strong point indicated. Being composed of a combination of qualities, forces and talents, they make not a one-sided character, but a being who can think, plan and act from a dozen points of view. People who have hands of a particular type have minds which are more powerful in one direction than they are versatile. People with mixed hands are more versatile than they are powerful. Apt for many pursuits, they nevertheless often excel in none in particular. They however find their greatest scope in work requiring diplomacy and tact.

They adapt themselves both to people and circumstances. They are brilliant in conversation, be the subject business, science or art. They do not feel the ups and downs of life like other people. A great moral indifference is their endowment, but they are generally favorites in society because of their adaptability and their knowledge on all subjects of the day. They are generally inventive and fond of new ideas, are restless and move from place to place. They are active and energetic, but erratic in the application of the same. They change too often to make a permanent success.

If they have two or more fingers of one type, the thumb strong and the head line in the palm clear and strong, with the palm firm, then you have discovered a hand that is invincible, a strong force in the world's make-up. It is the hand of genius, versatility and force combined; the hand that allows no obstacle to stand in its way.

It knows no such thing as defeat. It is the hand of resource, independence and originality. It is tied to no creed; no dogma. It thinks and also acts, thus it is not a mere theorist. It is a just hand that can see things from the other person's point of view, and will always be found with its sympathies on the side of right. Therefore, it is the exponent of universal freedom and liberty.

No. 30. The Mixed Hand.

CHIROLOGY

(or The Hand)

The following questions are answered according to Chirology or the Size, Shape, Type, Texture, Muscular Power, Flexibility, and many other indications of different Talents, etc., that can be read by a study of the Hands.

The professional fee for writing Answers to all of the following 25 Questions is $1.00.

76. On which Musical Instrument would I be most successful?.....
77. Which is my greatest Virtue?.....
78. Which is my greatest Fault?.....
79. Have I strong love of Fame and Approbation?.....
80. Am I too Boastful and Forward?.....
81. Do I pay too much attention to Praise?.....
82. Have I much Inspiration?.....
83. Have I Reverence for Religion, etc,?.....
84. Have I much Generosity?.....
85. Do I appreciate the Ornamental or Practical?.....
86. Am I Imaginative, Refined and Tasteful?.....
87. Have I good ability to Imitate?.....
88. Am I too fond of changing my place of abode?.....
89. Am I Positive and Determined or Lenient and Pliant?.....
90. Have I much Moral Rectitude and Principal?.....
91. Is my conscience too Sensitive?.....
92. Am I Hopeful?.....
93. Am I inclined to be Credulous?.....
94. Am I too Suspicious?.....
95. Have I much Faith?.....
96. Am I too Reckless?.....
97. Am I Proud and Dignified or Humble and Modest?.....
98. Have I much Force, Courage and Fortitude?.....
99. Am I Combative and Defiant, or Submissive and Quiet?.....
100. Am I too Severe, Stern and Harsh?.....

No 91

No. 92 ANOTHER SHELL GAME.

Wealth, Love, or a Title?

No. 93

Marriage Adaptations.

When a person thinks seriously about marriage he or she should use even more judgment than when commencing to associate with an ordinary friend or going into business partnership

A man should not marry a woman simply because he loves her any more than he should think of reading a pernicious book or associating with unworthy companions or using tobacco and whiskey merely because he likes them.

It is a crime against nature for a couple to marry who have any physical weakness and by so doing thrust disease and death on their unfortunate offspring.

If an extravagant woman marries the same kind of a man they will always be poor.

But if a liberal man who can earn lots of money marries a woman who is economical, and he has enough common sense to allow her to manage the money matters of the home, some day they will be rich.

Some of the more fortunate women have a choice (See No. 92) between wealth, love or a title. A wise woman who understands human nature will consider the character, disposition, talents, etc., of her affianced in regard to their mutual suitability.

For the guidance of those men and women who wish to combine common sense with love, we mark the following table and advise you to MARRY ONE HAVING

Vital Temperament	7 Strong	6 Medium 5 4	3 Moderate 2 1
Motive Temperament	Strong	Medium	Moderate
Mental Temperament	Strong	Medium	Moderate
Activity	Strong	Medium	Moderate
Breathing Power	Strong	Medium	Moderate
Digestive Power	Strong	Medium	Moderate
Circulatory Power	Strong	Medium	Moderate
General Build or Form	Tall and bony	Medium	Short and smooth
Size of Head	Large	Medium	Moderate
Weight	Heavy	Medium	Light
Full and Plump	Decidedly	Medium	Moderately
Complexion	Dark brunette	Medium	Light or blonde
Hair	Dark and strong	Medium	Light and fine
Eyes	Dark	Medium	Light or blue
Social and Domestic	Strong	Medium	Moderate
Energy of Character	Strong	Medium	Moderate
Self-Reliance	Strong	Medium	Moderate
Prudence	Strong	Medium	Moderate
Policy	Strong	Medium	Moderate
Regard for Praise and Public Opinion	Strong	Medium	Moderate
Economy and Love of Property	Strong	Medium	Moderate
Cheerfulness and Self-Control	Strong	Medium	Moderate
Ingenuity, Skill and Taste	Strong	Medium	Moderate
Practical Talent	Strong	Medium	Moderate
Reasoning and Planning Talent	Strong	Medium	Moderate
Conversational Power	Strong	Medium	Moderate
Moral and Religious Development	Very strong	Full	Medium

To Parents

Each child born into the world is entitled to the best guidance and care the parent is capable of giving it. Boys and girls like to think about what they can accomplish when they grow up. They know what they would like to work at. But they are most interested in and anxious to know what they are best qualified for.

There is energy, ambition and talent in every man, woman and child, requiring to be put on the right track. There is latent power in everyone often more than they dream they possess. All that is necessary is to light the flame of their enthusiasm by showing them the right way. Do but this much for them, and the hidden energy and talent will speed on into irresistible action and success.

Everyone has certain adaptabilities for certain positions in life. A person may not have the mental or physical power to work at a trade he loves and would enjoy working at. Consequently, the first and most important thing for a boy or girl to think about is, What am I qualified for? What can I earn the most money at and enjoy life while I work.

Real Success arises through individual fitness. Individual fitness means that a person is intended by nature to occupy a unique position. One which he alone is entitled to occupy in virtue of his own exclusive power. And so real success, you see, is the "right person in the right place."

We MAKE SUCCESS, rather than we can be said to attain it. Just as we make failure. Therefore, utilizing human powers—using your brains and muscles to the best advantage, and a knowledge of individual ability, is a problem that confronts every man and woman in every sphere of life.

And they who by the help of this book find the correct solution of this problem thereby secure information that is worth hundreds of dollars to them. 'Tis the key to your greatest success and happiness.

Not enough consideration has been given to a boy's fitness for what he undertakes. The boy spends many preparatory years in acquiring a general, desultory education. Upon leaving school or college, his father looks about for a good position for his son, or the boy decides that he will become a civil engineer, an electrician, a banker, a railroad clerk, or street car conductor; not because he is adapted for any of these occupations, but because his father is a railroad man, or the boy has a friend making a success as an electrician, or there is an opening in a bank, and the boy thinks he will try it.

The boy of the coming time will be particular to find out his special adaptability before he takes up any employment, and then he will devote his life and energy to making a success of it. Having taken the pathway of adaptability, the boy who means to succeed will need to cultivate his will power. The will power rightly directed will bear him over mountains of difficulty, and through valleys of beguiling temptation. His will force rightly directed will yield him a noble character, without which there is no true success, than which there is nothing to be more desired.

The day is coming when a science will be taught in our schools and colleges, which will point unerringly to the lines of endeavor for which the boy is fitted. Then there will be no mistaken endeavors; each boy's chart will point with undeviating exactness to the lines of his best adaptation. Then will successful boys be in the majority, failure the exception.

No 94

A BOY was overboard, struggling for life, and shouting for help. His father threw to him an umbrella. The intention was kindly, but the act was useless.

That inconsiderate act reminds me of the way some parents help their children to success. They are just as anxious to have their children successful as the man was to have his child saved from drowning. They often remark: "I am very much interested in the subject of human nature for the benefit my children may receive from it, and I intend to do all I can to help them to success." But the moment the opportunity comes their way they say, "Oh, I don't think I will bother; I do not believe in making a child work at anything he does not care for."

▲ ▲ ▲

No. 95

HEN PARENTS TELL ME that they do not believe in making a child work at anything he does not care for, then I wonder if that parent would let the boy off every time he did not like to fill the wood-box? If the parents had an intelligent idea of Human Nature and wished to train the boy's success-winning talents they should show him his duty, insist on obedience and this would be the result. This Chart shows you how to get results.

YOU WILL AGREE WITH ME WHEN I SAY

That if you wish to know the way to Heaven—You must read your Bible.

If you intend to be a Book-keeper—You must study an Arithmetic.

If you are going to travel—You must study your Geography lesson.

If you wish to be a successful Musician—You must study your Note Book.

If you wish to know in which Trade, Business or Profession you (or your children can be most successful—You must study your Chart.

If you wish to use your brains and physical powers to the best advantage—You must study a book that tells you all about Brains and Health, and especially YOUR brains and health; and your own Chart is the only one under the sun that will give you the knowledge you are after.

NO ARGUMENT IS STRONG ENOUGH TO TURN DOWN THESE STUBBORN FACTS.

To Young Men and Women

I suppose that you, like all industrious, intelligent and progressive young people, would like to know in which Trade, Business or Profession you can make the most money.

All intelligent, progressive and up-to-date people know that their success depends on the best use of their brains and physical powers, in either a Mechanical, Financial, Literary, Moral, Social, Artistic, or Scientific direction.

YOU KNOW THAT PEOPLE MAKE THE MOST MONEY BY THE BEST USE OF THEIR BRAINS—NOT THEIR HANDS.

SOMEWHERE THERE IS A RIGHT PLACE FOR YOU.

THIS BOOK TELLS YOU WHAT IT IS AND HOW TO SECURE IT.
HOW TO FIND AN EMPLOYER AND GET HIS EAR.

No. 97. **The Turning Point in Your Career May Be the Reading of This Book.**

It may bring to you the success you have vainly striven for all your life.

The material in this book has been gathered by the writer from hundreds of sources.

It tells every known method, not only for getting in touch with employers who could use the services of a man like you, but it tells you exactly how to act at every stage of the proceeding to secure one of these positions.

It gives you valuable pointers that will enable you to seek out and find the employer you want—how to make the right impression upon your prospective employer by correspondence or a personal interview.

It points out all the mistakes you should avoid, all explained in detail. It gives you inside pointers on how to make your application successful—how to size up the employer in advance—how to discover the kind of a man he wants—how to learn just what qualities and conduct on your part will please him most.

It tells you how to make statements of your own fitness for the position most strong and convincing without the appearance of conceit—how to improve your case.

It tells you how to make terms in closing the sale of your services—how to secure the right price for them.

In a word, it gives you a complete outline of every step you must take from start to finish in finding and securing the position you want and at every step it gives you the crystallized experience of employers who have hired men for years—the expert advice and inside pointers of experienced men who know most on the subject.

Professions, Business, Trade or Calling, and Positions of Distinction

ACCOUNTANT
ACCOUNTANT'S ASSISTANT
ACROBAT
ACTION FINISHER
ACTION REGULATOR
ACTOR
ACTRESS
ADMINISTRATOR
ADMIRAL
ADVANCE AGENT
ADVERTISEMENT DESIGNER
ADVERTISEMENT SOLICITOR
ADVERTISEMENT—WALL, ETC.—PAINTER
ADVERTISEMENT WRITER
ADVERTISING CLERK
AERONAUT
AGENT
AGENT AGRICULTURAL MACHINES
AGENT FOR PIANOS
AGENT SEWING MACHINES
AGENT SHOW BUSINESS
AGENT VARIOUS MACHINES
AGRICULTURAL IMPLEMENT MANUFACTURER
AIDE-DE CAMP
ALDERMAN
AMBASSADOR
AMMUNITION AND CARTRIDGE MAKER
AMUSEMENT APPARATUS, PROPRIETOR
ANAESTHETICIST
ANALYST
ANIMAL TRAINER
ANTIQUARIAN AND BRIC A BRAC DEALER
APIARIST
APPRAISER
ARCHBISHOP
ARCHITECT
ARCHITECT'S ASSISTANT
ARCHITECTURAL CARVER
ARCHITECTURAL SCULPTOR
ARCHIVEST
ARMY MEDICAL CORPS
ARRANGER
ART CRITIC
ARTIFICIAL LIMBS, ETC., MAKER
ARTILLERY MAN
ARTILLERY OFFICER
ARTIST
ARTIST'S COLOR STORE
ARTIST'S MODEL
ASSEMPLER OF INTRICATE MACHINERY PARTS
ASYLUM, INSANE, ASSISTANT
ASYLUM, IDIOTIC, ASSISTANT
ASSESSMENT CLERK
ASSESSMENT COMMISSIONER
ASSIGNEE
ASSISTANT FOR CARPENTER
ASSISTANT FOR GARDENER
ASSISTANT FOR MILLINER
ASSISTANT FOREMAN
ASSISTANT IN BOOK STORE
ASSISTANT IN BOOKBINDERY
ASSISTANT IN BOOT STORE
ASSISTANT IN FLOUR AND FEED STORE
ASSISTANT IN FRUIT STORE
ASSISTANT IN RESTAURANT
ASSISTANT IN STORE
ASSISTANT IN MACHINERY
ASSISTANT TO .....
ASST. TO ENGINEER OF ELECTRICAL PLANT
ASSISTANT TO FLORIST

ASSISTANT TO STATIONERY ENGINEER
ASSISTANT, WHOLESALE HOUSE
ASTRONOMER
ATHLETE
ATHLETE'S TRAINER
ATTENDANT IN CONFECTIONER'S
ATTORNEY-GENERAL
AUCTIONEER
AUCTIONEER'S ASSISTANT
AUDITOR
AUDITOR-GENERAL
AUTOMOBILE AGENT
AUTOMOBILE, ETC., MANUFACTURER
BACKGROUND PAINTER
BAGGAGEMAN
BAILIFF
BAKER
BAKER MERCHANT
BAND SAW, ETC., OPERATOR
BANDMASTER
BANK CLERK
BANK MANAGER
BANK MESSENGER
BANK PORTER
BANK TELLER
BANKER
BARBER
BARBER'S SUPPLIES
BARRISTER
BARTENDER
BASEBALL MANAGER
BASEBALL PITCHER
BASEBALL PLAYER
BATH HOUSE PROPRIETOR
BEEKEEPER
BIBLE WOMAN
BICYCLE LIVERY
BICYCLE MAKER
BICYCLE REPAIR SHOP
BILL DISTRIBUTOR
BILL POSTER
BILL POSTER CONTRACTOR
BILLIARD HALL PROPRIETOR
BILLIARD TABLE MAKER
BIOLOGIST
BIRD STORE KEEPER
BISCUIT, ETC., MANUFACTURER
BISCUIT, ETC., PACKER
BISHOP
BLACKSMITH
BLACKSMITH SHOP
BLACKSMITH'S HELPER
BOARDING HOUSE KEEPER
BOAT BUILDER
BOAT DESIGNER
BOILER MAKER
BOILER WASHER
BOOK FOLDER
BOOK REVIEWER
BOOKBINDER
BOOKBINDER'S HELP
BOOKKEEPER
BOOKSELLER
BOOK STORE SEARCHER
Employed by lawyers, doctors, literary, etc., persons, greatly saving their time, energy, sight, and enabling them to avoid much bother.
BOOT AND SHOE DEALER
BOOT AND SHOE MACHINIST
BOOT AND SHOE MANUFACTURER
BOOT UPPER SEWER
BOTANIST
BOUQUET DESIGNER AND MAKER
BOX MANUFACTURER
BOYS' BOARDING COLLEGE PROPRIETOR
BRAKEMAN
BRASS FINISHER
BRASSFOUNDER
BREWER
BRICKLAYER
BRICK MAKER
BRICK MANUFACTURER
BROKER

BRUSH MAKER, ETC.
BUFFER
BUGLER
BUILDER
BUILDER'S (second hand) SUPPLIES
BUILDING INSPECTOR
BURSAR
BUSHELLER FOR TAILORS
BUSINESS CHANCES OFFICE
BUSINESS COLLEGE PROPRIETOR
BUSINESS COLLEGE TEACHER
BUSINESS MANAGER
BUS DRIVER
BUTCHER (RETAIL)
BUTCHER'S SHOP HAND
BUTLER
BUTTON HOLE MAKER
BUYER
BUYER OF GOODS
CABIN BOY
CABINET MAKER
CABMAN
CAKE BAKER
CANVASSER
CAP MAKER
CAPTAIN, SEA OR GREAT LAKES
CAPTAIN (SOLDIER)
CAR BUILDER
CAR REPAIRER
CAR INSPECTOR
CHARACTER READER
CARETAKER
CARETAKER OF OFFICES
CARPENTER
CARPET LAYER
CARRIAGE TRIMMER
CARTAGE AGENT
CARTOONIST
CARVER FOR HOTEL
CARVER, WOOD, ETC.
CASH REGISTER, ETC., AGENT
CASHIER
CASKET MANUFACTURER
CASKET TRIMMER
CATERER
CAVALRY OFFICER
CAVALRYMAN
CEILING AND INTERIOR DECORATOR
CHAFFEUR
CHAIN MAKER (Jewelry)
CHAIN MAKER (Ships, etc.)
CHARTERED ACCOUNTANT
CHECKER
CHEESE MAKER
CHEF
CHEMIST
CHIEF CONSTABLE
CHIEF ENGINEER
CHIEF ENGINEER OF PROVINCE
CHIEF GAME WARDEN
CHIEF JUSTICE
CHIEF OF DETECTIVES
CHIEF OF FIRE BRIGADE
CHIEF OF POLICE
CHIEF OF PROVINCIAL POLICE
CHILDREN'S CARETAKER
CHILDREN'S CLOTHING (and Repair) SHOP
CHILDREN'S GOVERNESS
CHINA, ETC., PAINTER
CHIROPODIST
CHOPPER (wood)
CHOPPER (grain)
CHIPPER
CHOCOLATE DIPPER
CHOIRMASTER
CHRISTIAN BROTHER
CIGAR MAKER
CIGAR MANUFACTURER
CIGAR STORE KEEPER
CIGARS AND TOBACCO FACTORY
CIRCUS OWNER
CITY ARCHITECT

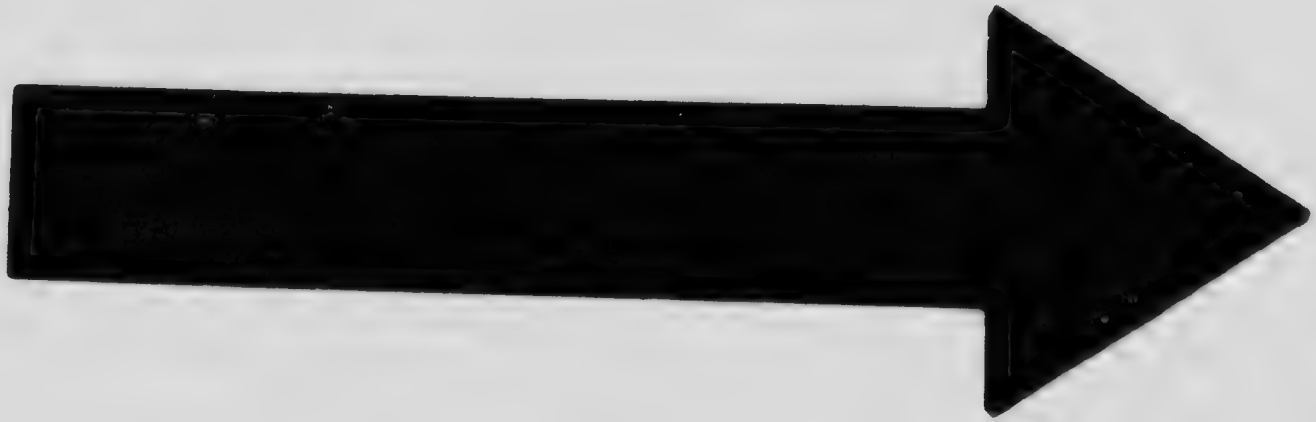
CITY COMMISSIONER
CITY ELECTRICIAN
CITY ENGINEER
CITY GUIDE
CITY HALL CLERK
CITY HEALTH OFFICER
CITY SURVEYOR
CITY TRAVELLER
CLEARING HOUSE CLERK
CLERGYMAN
CLERK
CLERK OF COURT
CLERK, DRUG STORE
CLERK, JUNIOR
CLERK, NEWSPAPER OFFICE
CLOTHES PRESSING AND REPAIRING SHOP
CLOTHIER'S STORE MAN
CLOTH CUTTER
COACH BUILDER
COACH PAINTER
COACHMAN
COACH PAINTER'S HELP
COAL HEAVER
COAL AND WOOD OFFICE KEEPER
COAL AND WOOD YARD BUSINESS
COAL OIL PEDDLER
COAT MAKER
COAT AND APRON SUPPLY CO.
COFFEE HOUSE KEEPER
COLLECTOR
COLONEL
COLONIAL SECRETARY
COMEDIAN
COMMANDANT
COMMANDER IN CHIEF
COMMERCIAL TRAVELLER
COMMISSARIAT OFFICER
COMMISSION MERCHANT
COMMISSIONER
COMPANION FOR AGED LADY
COMPANION FOR WEALTHY LADY
COMPOSER
COMPOSITOR
CONCERT ORGANIST
CONCRETE CONTRACTOR
CONCRETE DESIGNER
CONCRETE FINISHER
CONCRETE WORKER
CONCRETE MASON
CONDUCTOR
CONFECTIONER
CONFECTIONER (WHOLESALE)
CONGRESSMAN
CONSUL (FOR CAPITALS)
CONSULTING PHYSICIAN
CONTORTIONIST
CONTRACTOR
CONTRACTOR'S ASSISTANT
COOK
COOK, PROFESSIONAL
COOKERY LECTURER
COPYIST
CORE MAKER
CORK CUTTER
CORONER
CORRESPONDING CLERK
CORRESPONDENCE SCHOOL TEACHER
CORRESPONDENT
CORSET (to order) MAKER
CORSET MANUFACTURER
CORSET WORKER
COSTERMONGER
COUNTY CONSTABLE
COUNTRY NEWSPAPER PROPRIETOR
COWBOY
CRAYON PORTRAIT ARTIST
CRIMINAL LAWYER
CROCKERY AND GLASS STORE
CROCKERY, GLASSWARE, ETC., WHOLESALE
CROWN ATTORNEY
CURATOR
CUSTOM HOUSE CLERK

CUSTOMS OFFICIAL
CUTLERY, ETC., STORE
CUTTER
CUTTER FOR DRESSMAKERS
CUTTER FOR LADIES' MANTLES, ETC.
CUTTER FOR TAILORS
DAIRYMAN
DANCER (Fancy, Etc.
DANCING ACADEMY PROPRIETOR
DANIXMAN
DEACONESS
DEALER IN BANKRUPT STOCKS
DEBATER
DECORATOR
DECORATOR OF CHINA, ETC.
DECORATOR'S ASSISTANT
DELEGATE
DELIVERER OF CIRCULARS, ETC.
DEMONSTRATOR
DENTAL LECTURER
DENTAL OFFICE SUPPLIES
DENTIST
DENTIST'S OFFICE LADY
DEPARTMENT STORE PROPRIETOR
DEPUTY ASSESSMENT COMMISSIONER
DEPUTY CHIEF OF POLICE
DEPUTY MINISTER OF PUBLIC WORKS
DESCRIPTIVE WRITER
DESIGNER
DESIGNER IN YOUR LINE
DESIGNER OF TOYS
DETECTIVE
DIAMOND CUTTER
DIAMOND SETTER
DIE MAKER
DINING ROOM GIRL
DINING HALL KEEPER
DIPLOMATIST
DIRECTOR
DIRECTORY CLERK
DISTILLERY PROPRIETOR
DIVER
DOG FANCIER
DOMESTIC SERVANT
DOOR ANSWERER
DRAMATIC CRITIC
DRAIN DIGGER
DRAUGHTSMAN
DRAUGHTMAN'S ASSISTANT
DRAWING TEACHER
DRESSFITTING MODEL
DRESSMAKER
DRESSMAKER'S HELP
DRILLER, QUARRY
DRILLER, WELL
DRILLER, GAS
DRILLER, OIL
DRILLER, MINE
DRILLER, SUBMARINE
DRILL INSTRUCTOR
DRIVER OF
DRUGGIST
DRUGGIST, WHOLESALE
DRUM MAJOR
DRY GOODS MERCHANT
DRYGOODSMAN
DYEING AND CLEANING ESTABLISHMENT
DYER
EDITOR
EDITOR OF SPECIAL DEPARTMENT
ELECTRIC WIRER (INTERIOR)
ELECTRICAL APPARATUS MAKER
ELECTRICAL CONTRACTOR
ELECTRICAL ENGINEER
ELECTRICAL INSPECTOR
ELECTRICAL SUPPLIES ESTABLISHMENT
ELECTRICAL WORKER
ELEVATOR OPERATOR
ELECTRICIAN'S ASSISTANT
ELOCUTIONIST
EMPLOYMENT AGENCY
ENGINE FITTER

TRADES, PROFESSIONS, ETC.

ENGINEER (CIVIL)
ENGINEER, (LOCOMOTIVE)
ENGINEER (MARINE)
ENGINEER (MECHANICAL)
ENGINEER (MINING)
ENGINEER OF CANALS
ENGINEER OF ELECTRICAL PLANT
ENGINEER, STATIONARY ENGINE
ENGINEER WATER WORKS DEPARTMENT
ENGINEER'S HELP
ENGRAVER
ESTATE AGENT
ESTATE OFFICE CLERK
EVANGELIST
EXAMINER OF GOODS
EXCAVATING CONTRACTOR
EXECUTOR
EXPERIMENTER
EXPERT
EXPLORER
EXPORTER
EXPRESS COMPANY'S AGENT
EXPRESS MESSENGER
EXPRESS OFFICE CLERK
EXPRESS OFFICIAL
EXPRESSMAN
FACTORY INSPECTOR
FACTORY SUPERINTENDENT
FACTORYMAN
FANCY COLLAR MAKER, LADIES'
FANCY GOODSMAN
FANCY IRONER
FANCY STORE KEEPER
FANCY WORKER
FARMER
FARMER'S HELPER
FIELD MARSHALL
FINANCE DEPT. GOVERNMENT
FIRE BRIGADE MAN
FIRE REEL, ETC., DRIVER
FIREMAN
FISHERMAN
FISHERY INSPECTOR
FISHING TACKLE WAREHOUSE
FITTER
FLAT FILER
FLORIST
FLOUR AND FEED STOREKEEPER
FOREMAN
FOREMAN PRINTER
FOREWOMAN
FOUNDRY PROPRIETOR
FOUNDRYMAN
FRUIT EXPORTER
FRUIT GROWER
FRUITERER
FUR CUTTER
FUR SEWER
FUR STORE
FURNACE TENDER
FURNITURE MANUFACTURER
FURNITURE STORE KEEPER
FURRIER
GAMEKEEPER
GARDENER
GENERAL
GENERAL MANAGER
GENERAL MECHANIC
GENERAL OFFICER COMMANDING
GENERAL SERVANT
GENERAL STOREKEEPER
GENERAL STOREKEEPER'S ASSISTANT
GENTS' FURNISHER
GILDER
GLASS BLOWER
GLASS WORKER
GLOVE MAKER
GOLD BEATER
GOVERNESS
GOVERNMENT AUCTIONEER
GOVERNMENT EXPERT ON INSANITY
GOVERNMENT INSPECTOR

GOVERNOR-GENERAL
GOVERNOR OF GAOL
GOVERNOR OF STATE
GRAIN BUYER
GRAIN MERCHANT
GRAINER
GREENHOUSE MAN
GREENHOUSE MAN'S HELP
GROCER
GROCER'S CLERK
GROOM
GUIDE
GUN SHOP AND ATHLETIC GOODS
GUNNER FOR MAN-OF-WAR
GUNSMITH
GYMNAST
GYMNASTIC INSTRUCTOR
HAIR DRESSER
HAIRDRESSING, ETC., ESTABLISHMENT
HANDWRITING EXPERT
HANDY WOMAN
HANDYMAN
HARBORMASTER
HARDWARE MERCHANT
HARDWARE MERCHANT'S ASSISTANT
HARNESSMAKER
HAT CLEANING, ETC., SHOP
HATTER
HEAD PORTER
HEAD WAITER
HEALTH OFFICER
HEATING, ETC., ENGINEER
HERBALIST
HIGH CHIMNEY BUILDER
HISTORIAN
HOME MADE BREAD MAKER
HOROLOGICAL INSTITUTE PROPRIETOR
HORSE BREEDER
HORSE COLLAR MAKER
HORSE CLIPPER
HORSE SHOER
HORSE TRAINER
HOSPITAL FOR INSANE, WARDER
HOSTLER
HOTEL CLERK
HOTEL COOK
HOTEL HANDYMAN
HOTEL HOUSEKEEPER
HOTEL KEEPER
HOTEL PORTER
HOUSE MOVER
HOUSE PAINTER
HOUSE PAINTING CONTRACTOR
HOUSEHOLD VISITOR, REPAIR LINEN, DARN, &c.
HOUSEKEEPER
HOUSEMAID
HUMOROUS VOCALIST AND ENTERTAINER
HUNTER
HYMN WRITER
IMMIGRATION REPRESENTATIVE
IMPORTER
ICE BOAT PROPRIETOR
ICE CREAM AND OYSTER PARLOR
ICE CREAM MANUFACTURER
ILLUSTRATED SONG SINGER
ILLUSTRATOR
INDIA RUBBER MANUFACTURER
INDIA RUBBER WORKER
INDIAN TRADER
INDIAN AGENT
INFANTRY MAN
INQUIRY MAN
INQUIRY CLERK
INSPECTOR
INSPECTOR OF ASYLUMS AND PRISONS
INSPECTOR OF BOILERS
INSPECTOR OF BUILDINGS
INSPECTOR OF STEAMBOATS
INSPECTOR OF WEIGHTS AND MEASURES
INSTRUCTOR
INSTRUCTRESS
INVESTIGATOR



INSTRUMENT MAKER AND TELEGRAPH, TELEPHONE, ETC., WORK
INSURANCE AGENT
INSURANCE INSPECTOR
INSURANCE OFFICE CLERK
INSURANCE OFFICE MANAGER
INTERIOR (HOUSE) DESIGNER AND SUGGESTER
INVALID'S NURSE
IRON WORKER
IRON WORKS, LIKE CARNEGIE'S AND MASSEY'S ETC., PROPRIETOR
JANITOR FOR
JEWELER
JIG SAWYER
JOB PRINTING ESTABLISHMENT
JOBBING JEWELER
JOCKEY
JOURNALIST
JUDGE
JUGGLER
JUSTICE OF THE PEACE
KEEPER OF APARTMENTS (and if energetic enough could d something else in your spare time.)
KINDERGARTEN TEACHER
KNITTER
LABORER
LACROSSE PLAYER
LADIES BOARDING SCHOOL PROPRIETOR
LADIES HAIR DRESSOR
LADIES NURSE
LADIES TAILORING ESTABLISHMENT
LADIES WHITEWEAR, ETC., ESTABLISHMENT
LADY COLLECTOR
LADY REPORTER
LADY LAWYER
LADY SUPERINTENDENT
LADY'S MAID
LAMP OIL, ETC., STOVE
LAND AGENT
LANDSCAPE, ETC., PHOTOGRAPHIST
LANDSCAPE GARDENER
LANDSCAPE PAINTER
LATHE HAND
LATHER
LAUNDRESS
LAUNDRY PROPRIETOR
LAUNDRY WOMAN TO REPAIR SHIRTS, STOCKINGS, ETC.
LAW CLERK
LAW COURT STENOGRAPHER
LAW STATIONER
LAWYER
LEADER OF OPPOSITION
LEADER OF ORCHESTRA
LEATHER AND FINDINGS STORE
LEATHER GOODS CUTTER
LEATHER GOODS MANUFACTURER
LECTURER
LECTURER, EDUCATIONAL
LECTURER, ELECTRICAL
LECTURER, EMIGRATION
LECTURER, ENTERTAINMENT
LECTURER (GOVERNMENT, AGRICULTURE, ETC.)
LECTURER ON ANATOMY, ETC.
LECTURER ON HYGIENE
LECTURER ON PHYSIOLOGY
LECTURER PICTURE TRAVEL TALK
LETTER CUTTER IN STONE
LIBRARIAN
LIBRARIAN CARNEGIE'S LIBRARY
LIBRARIAN PUBLIC LIBRARY
LIBRARIAN'S ASSISTANT
LICENSE INSPECTOR
LIEUTENANT-GOVERNOR
LIFEGUARDSMAN
LIGHTHOUSE KEEPER
LINEMAN
LINOTYPE OPERATOR
LION TAMER
LIQUOR STORE KEEPER
LITHOGRAPHER
LITHOGRAPHER'S ASSISTANT
LITTLE MISCELLANEOUS STORE

LAVERY STABLE KEEPER
LOCAL PREACHER
LOCK AND KEY SHOP
LOCKSMITH
LOCOMOTIVE BLACKSMITH
LOCOMOTIVE FIREMAN
LODGING HOUSE KEEPER
LOG JACKER
LONGSHOREMAN
LORD LIEUTENANT
LUMBER BUYER
LUMBER FOREMAN
LUMBER CAMP COOK
LUMBER MERCHANT
LUMBERMAN
MACHINERY ESTABLISHMENT
MACHINIST
MACHINIST'S BLACKSMITH
MACHINIST'S HELPER
MAGAZINE, OR JOURNAL, ETC., PROPRIETOR
MAGICIAN
MAGISTRATE
MAIL CLERK
MAIL SORTER
MANAGER
MANAGER FOR DEPARTMENT STORES, ETC.
MANAGER OF A COMPANY
MANAGER OF A DEPARTMENT
MANAGER OF CITY MISSION
MANAGER OF HALL FOR SOCIETIES
MANAGER OF HOTEL
MANAGER OF MUSIC HALL
MANAGER OF STREET RAILWAY
MANAGERESS
MANAGING DIRECTOR
MANAGER'S ASSISTANT
MANAGING EDITOR
MANICURE
MANICURE PARLORS
MANTLE MAKER
MANUFACTURER
MANUFACTURER OF NOVELTIES
MANUFACTURER'S ASSISTANT
MARINE
MARKET GARDENER
MARKET GARDENER'S HELP
MARSHALL
MASON
MASSEUR
MASTER MECHANIC
MATE
MATHEMATICAL SPECIALIST
MATRON
MATRON OF POLICE STATION
MATRON'S ASSISTANT
MATTRESS MAKER
MAYOR OF A CITY
MECHANICAL DENTIST
MEDICAL BLOOD EXPERT
MEDICAL SUPERINTENDENT
MEMBER OF PARLIAMENT
MENAGERIE OWNER
MENDER IN LAUNDRY
MERCHANT
MERCHANT TAILOR
MESSENGER SERVICE OFFICE
MESSENGER
MIDSHIPMAN
MILITARY ACADEMY PRINCIPAL
MILITARY BALLOONIST
MILITARY ORGANIZER (Kitchener System)
MILK BUSINESS
MILL PROPRIETOR
MILLER
MILLINER
MILLINER, WHOLESALE WORK
MILLINER FOR WHOLESALE
MINER
MINISTER
MINISTER OF AGRICULTURE
MINISTER OF EDUCATION
MINISTER OF FINANCE

MINISTER OF HEALTH
MINISTER OF INTERIOR
MINISTER OF JUSTICE
MINISTER OF LANDS AND MINES
MINISTER OF MARINE
MINISTER OF MILITIA
MINISTER OF POLICE
MINISTER OF PUPLIC WORKS
MINISTER OF RAILWAYS
MINISTER OF TELEGRAPHS
MINISTER OF WAR
MINT OFFICIAL
MISSIONARY
MODEL FOR MANTLE, ETC., DEPARTMENT
MODELLER
MODERATOR
MONEY LENDER
MONUMENT CONSTRUCTOR
MOTHER'S HELP
MOTOR BOAT MAKER
MOTORMAN
MOULDER
MOUNTED POLICEMAN
MUSEUM PROPRIETOR
MUSIC TEACHER
MUSIC AND PIANO, ETC., STORE
MUSICAL CONDUCTOR
MUSICAL CRITIC
MUSICAL INSTRUMENT MAKER
MUSKETRY INSTRUCTOR
NATURALIST
NAVAL CADET
NECKWEAR, ETC., MANUFACTURER
NEWS AGENT
NEWS STAND KEEPER
NEWSBOY
NEWSPAPER FOREMAN
NEWSPAPER MANAGER
NEWSPAPER OFFICE CLERK
NEWSPAPER PROOF READER
NEWSPAPER PROPRIETOR
NIGHT MAN, HOTEL
NUMISMATIST
NUN
NURSE FOR SICK CHILDREN'S HOSPITAL
NURSE GIRL
NURSERYMAN
OARSMAN
OBSERVATORY OFFICIAL
OFFICE GIRL
OFFICE BOY
OFFICE SPECIALTIES ESTABLISHMENT
OFFICE SPECIALTIES MAKER
OFFICE SPECIALTIES MANUFACTURER
OILER
OILS AND SUPPLIES
OIL FINISHER
OLD BOOKS SHOP PROPRIETOR
OPTICAL GOODS MAKER
OPTICIAN
ORDERLY CLERK
ORGAN MAKER
ORGAN MANUFACTURER
ORGAN TUNER
ORGANIST
ORGANIZER
ORIGINATOR
ORNAMENTAL BAKER
ORNAMENTAL PLASTERER
ORNITHOLOGIST
ORTHODONTIST
OSTEOPATH
OVERSEER
OYSTER BAR KEEPER
OYSTER PAIL MAKER
PACKER OF GOODS
PAINT MIXER
PAINTS AND SUPPLIES
PAINTER, HISTORIC
PAINTER'S HELP IN SHOP
PANTS MAKER
PAPER BOX CUTTER

PAPER HANGER
PAPER SORTER
PARCEL CHECKER
PARLOUR MAID
PARCELLING GIRL
PARTNER FOR
PATENT ATTORNEY
PATROLMAN
PATHOLOGIST
PATTERN MAKER
PAWNBROKER
PAYMASTER
PEDLAR
PHILATELIST
PHOTOGRAPHER
PHOTOGRAPHER'S OFFICE LADY
PHOTOGRAPHIC STUDIO
PHRENOLOGICAL CLASSIFIER OF CONVICTS IN JAILS AND PRISONS
PHRENOLOGICAL HOSPITAL PHYSICIAN (a positive necessity of modern times)
PHRENOLOGIST (EXAMINER
PHRENOLOGIST (LECTURER
PHYSICIAN
PHYSICIAN FOR CONSUMPTIVE SANITARIUM
PHYSICIAN FOR HOSPITAL FOR INSANE
PHYSICIAN'S SUPPLY ESTABLISHMENT
PIANO KEYS MANUFACTURER
PIANO MANUFACTURER
PIANO PLAYER FOR BALLS, ETC
PIANO TUNER
PICKLE AND JAM FACTORY
PICTURE AND ART STORE
PICTURE FRAME MAKER
PILOT
PINKERTON MAN
PLASTERER
PLASTERER'S LABORER
PLASTERER, MODELLER CONTRACTOR
PLENIPOTENTIARY
PLUMBER
PLUMBER AND GAS FITTER CONTRACTOR
PLUMBER'S ASSISTANT
PLUMBING INSPECTOR
POCKET BOOK, PURSES, ETC MAKER
POLICE CAPTAIN
POLICE COURT CLERK
POLICE—IDENTIFICATION DEPT
POLICE INSPECTOR
POLICE SERGEANT
POLICEMAN
POLISHER OF PIANOS
POLITICIAN
POLITICAL LECTURER
PORTER
PORTRAIT COLORIST
PORTRAIT PAINTER
POST OFFICE CLERK
POSTMAN
POSTMASTER
POSTMASTER'S ASSISTANT
POSTMASTER GENERAL
POULTRY RAISER
PREACHER
PRESERVES AND PICKLE MANUFACTURER
PREMIER
PRESIDENT OF A BANK
PRESIDENT OF A COMPANY
PRESIDENT OF A LITERARY SOCIETY
PRESIDENT OF A LOAN COMPANY
PRESIDENT OF A NATION
PRESIDENT OF A RAILROAD
PRESIDENT OF AN INDUSTRIAL EXHIBITION
PRESIDENT OF LIFE INSURANCE COMPANY
PRESIDENT OF MEDICAL ASSOCIATION
PRESSER
PRESSMAN
PRIMA DONNA
PRIEST
PRIME MINISTER
PRINCIPAL OF A COLLEGE
PRISON WARDER

PRIVATE DETECTIVE
PRIVATE SECRETARY
PRODUCE DEALER
PROFESSOR
PROFESSOR, MINERALOGY
PROFESSOR OF PHARMACY
PROFESSOR OF THEOLOGY
PROMOTER
PROOF READER
PROOF READER FOR TRANSLATIONS AND SPECIAL LITERATURE
PROPERTY MAN
PROVINCIAL DETECTIVE
PROVINCIAL ENGINEER
PROVINCIAL HEALTH INSPECTOR
PROVINCIAL SECRETARY
PROVINCIAL ASSAYOR
PROVISION DEALER
PROVOST
PUBLISHER
PULLMAN CAR PORTER
PURSER
QUILT AND FANCY WORK ESTABLISHMENT
QUILT MAKER
RAFTSMAN
RAG, BOTTLE, ETC., MERCHANT
RAILWAY CAR CLEANER
RAILWAY CAR MANUFACTURER
RAILWAY CONDUCTOR
RAILWAY CONSTABLE
RAILWAY CONTRACTOR
RAILWAY DETECTIVE
RAILWAY GENERAL MANAGER
RAILWAY GOODS CLERK
RAILWAY MANAGER
RAILWAY PAYMASTER
RAILWAY STATION AGENT
RAILWAY SUPERINTENDENT
RAILWAY SUPT. ASSISTANT
RAILWAY TELEGRAPH DESPATCHER
RAILWAY TICKET CLERK
RAILWAY YARDSMAN
RAILROAD AND STEAMBOAT TICKET OFFICE
RAILROAD BUILDER
RANCHER
RAZOR SHARPENER
REAL ESTATE OFFICE
RECORD CLERK
RECORDER OF PATENTS, ETC
RECRUITING OFFICER
REEVE
REFEREE
REFORMATORY MATRON
REFORMATORY OFFICIAL
REFORMATORY SUPERINTENDENT
REGIMENTAL ARMS REPAIRER
REGISTRAR
REGISTRY OFFICE
REPAIRER OF
REPAIRING SHOP
REPAIRS AND BUILDING CO
REPORTER
REPRESENTATIVE
RESTAURANT KEEPER
RESTAURANT TENT AT INDUSTRIAL EXHIBITION
RETOUCHER
RIFLEMAN
RIVETTER
ROCKY MOUNTAIN GUIDE
ROOFER
ROPE MAKER
RUBBER OF VARNISH
RUBBER STAMPS MANUFACTURER
RUPTURE SPECIALIST
SADDLERY, ETC SHOP
SAILOR
SALESMAN
SALESWOMAN
SALVATION ARMY OFFICER
SANITARIUM PROPRIETOR
SANITARY HOUSE INSPECTOR
SAW FILER

SAW MAKER
SAWYER
SCAFFOLDING INSPECTOR
SCENE PAINTER
SCHOOL CARETAKER
SCHOOL INSPECTOR
SCHOOL MISTRESS
SCHOOL OF DANCING
SCHOOLMASTER
SCIENCE MASTER
SCOUT
SCREW MAKER
SCULPTOR
SEAMSTRESS
SECOND HAND STORE
SECRET SERVICE OFFICER
SECRETARY
SECRETARY FOR A SOCIETY
SECRETARY FOR ARCHITECT
SECRETARY FOR GOVERNOR GENERAL
SECRETARY FOR CONTRACTOR
SECRETARY FOR GOVERNOR OF A STATE, ETC
SECRETARY FOR GOVERNOR OF A PRISON
SECRETARY FOR LADY
SECRETARY FOR LITERARY MAN OR WOMAN
A competent secretary is an eye, temper and brain saver
SECRETARY FOR PHRENOLOGIST
SECRETARY FOR PHYSICIAN
SECRETARY FOR PRESIDENT
SECRETARY FOR PRIME MINISTER
SECRETARY FOR REAL ESTATE AGENT
SECRETARY FOR SCIENTIFIC MAN
SECRETARY FOR STATESMAN
SECRETARY OF AGRICULTURE
SECRETARY OF STATE
SECRETARY OF WAR
SECRETARY OF THE NAVY
SECRETARY OF THE TREASURY
SECRETARY TO RAILWAY MANAGER
SECRETARY TO STATESMAN
SECTIONMAN (R. R.)
SEEDS, ETC. WAREHOUSE
SENATOR
SCENERY SETTER
SERGEANT
SEWING MACHINE OPERATOR
SEXTON
SHAVING PARLOR PROPRIETOR
SHEPHERD
SHEET METAL WORKER
SHIP BUILDER
SHIP FITTER
SHIPPER FOR WHOLESALE HOUSE
SHIPPING CLERK
SHIPS STORES, ETC
SHIRT AND COLLAR IRONER
SHIRT MANUFACTURER
SHIRT MAKER
SHOEMAKER
SHOE SHINE PARLORS
SHOOTING GALLERY
SHOP FRONT OUTSIDE MAN
SHORTHAND WRITER
SHOWMAN
SIGN PAINTER
SMALL CANDY STORE
SMALL CARPENTER SHOP
SMALL CLOTHING STORE
SMALL CONTRACTOR
SMALL GENERAL STORE
SMALL GROCERY STORE
SMALL LAUNDRY
SMALL MACHINE SHOP
SMALL PRINTING SHOP
SMALL RESTAURANT
SMALL SUMMER RESORT
SMALL TAILOR SHOP
SOAP MANUFACTURER
SONG WRITER
SORTER
SOUVENIR, ETC., SHOP
SPECIAL CONSTABLE

SPECIALIST
SPECIALIST BONE SETTING
SPECIALIST DISEASES OF CHEST
SPECIALIST DISEASES OF CHILDREN
SPECIALIST DISEASES OF WOMEN
SPECIALIST FOR EYE AND EAR
SPECIALIST FOR THROAT AND NOSE
SPECIALIST IN THE TREATMENT OF UNIMPROVING CHILDREN
SPECIALIST NERVOUS DISEASES
SPECIALIST, ORTHOPEDICS
SPECULATOR
SPECIALIST SKIN DISEASES
SPINNER
SPORTING EDITOR
STAGE CARPENTER
STAGE DRIVER
STATE EMPLOYMENT BUREAU
STATE EXECUTIONER
STAGE MANAGER
STAMP COLLECTOR
STATESMAN
STATIONER
STATIONER'S ASSISTANT
STEAMFITTER
STEAMFITTER'S HELPER
STEAMSHIP STOKER
STEEPLE BUILDER, REPAIRER
STEERSMAN
STEREOTYPER
STEWARD
STEWARDESS
STOCK BREEDER
STOCK DEALER
STOCK JOBBER
STOCKBROKER
STOCKROOM KEEPER
STONE CUTTER
STONE MOULDER
STONE MASON
STORAGE WAREHOUSE
STOREKEEPER
STOVE, ETC., STORE
STOVE MOULDER
STOVE MOUNTER
STOVE REPAIRER
STREET CAR CLAIMS OFFICER
STREET CAR CONDUCTOR
STREET CAR ROADMASTER
STREET CAR STARTER
STREET CAR SUPERINTENDENT
STREET COMMISSIONER
STRIPPER (MACHINE SHOP
STRIPPER (TOBACCO LEAF)
STRUCTURAL ENGINEER
STRUCTURAL IRON WORKER
SUBMARINE BOAT OFFICER
SUBMARINE BOAT SAILOR
SUGAR BOILER
SUGGESTER
SUNDAY SCHOOL SUPERINTENDENT
SUSPENDERS, TIES, ETC., MANUFACTURER
SUPERINTENDENT
SUPERINTENDENT FOR INSANE ASYLUM
SUPERINTENDENT OF CONSTRUCTION WORK
SUPERINTENDENT OF REFORMATORY
SURGEON
SURGEON GENERAL
SURGICAL NURSE
SURVEYOR
SURVEYOR'S ASSISTANT
SWITCHBOARD OPERATOR
TAILOR
TANNER
TAXES COLLECTOR
TAXIDERMIST
TEA MERCHANT
TEACHER
TEACHER OF CHINA PAINTING
TEACHER OF DANCING
TEACHER OF DOMESTIC SCIENCE
TEACHER OF LANGUAGES

TEACHER OF PAINTING
TEACHER OF PHYSICAL CULTURE
TEACHER OF PIANO
TEACHER OF SINGING
TEAMSTER
TELEGRAPH OPERATOR
TELEPHONE CLERK
TEMPERER
TENT, ETC., MANUFACTURER
TENT MAKER
THEATRE PROPRIETOR
THEATRE CONSTABLE
THEATRICAL DIRECTOR
THRESHING MACHINE
THRESHING (WITH MACHINE) CONTRACTOR
TICKET SELLER
TICKET TAKER
TIE MAKER, ETC., (GENTS)
TIGHT ROPE OR WIRE WALKER
TIMEKEEPER
TIN BOX MANUFACTURER
TIN WORKER AND STAMPER
TINSMITH
TOOL MAKER
TOBACCONIST
TOOTH EXTRACTING SPECIALIST
TORPEDO BOAT OFFICIAL
TOWN CLERK
TOWN CONSTABLE
TOWN COUNCILLOR
TOWN SOLICITOR
TRAIN MAN
TELEPHONE
TRAGEDIAN
TRAGEDIENNE
TRAINED ATTENDANT (FOR SICK)
TRAINED NURSE
TRAINER OF ANIMALS
TRANSFER OFFICE CLERK
TREASURER
TRIMMER
TRIP HAMMER WORKER
TRUANT OFFICER
TRUCK MAN
TRUNK, ETC., MAKER
TRUNKS AND UMBRELLA MANUFACTURER
TRUSS MAKER
TUCK POINTER
TUNNEL WALKER
TUNNEL WORKER
TURKISH BATH PROPRIETOR
TURKISH BATH RUBBER
TURNER
TYPEWRITER
TYPEWRITING (COPYING) OFFICE
TYPEWRITER REPAIRER
UMBRELLA, ETC., STORE
UMPIRE
UNDERTAKER
UNDERTAKER'S HELP
UNIVERSITY PROFESSOR
UNIVERSITY PROFESSOR OF PHRENOLOGY
UNIVERSITY PROFESSOR OF SCIENCE
UPHOLSTERER
UPHOLSTERING REPAIR SHOP
USHER
VALET
VALUABLE OLD FURNITURE, ETC., STORE
VALUATOR
VALUATOR FOR HOUSEHOLD FURNITURE, ETC.
VARNISHER
VAUDEVILLE ARTIST
VEGETABLE CANNING FACTORY
VEGETABLE AND FRUIT PEDLER
VEST MAKER
VETERINARY DENTIST
VETERINARY SURGEON
VICE-PRESIDENT
VIOLIN MAKER
VOLUNTEER
WAGON MAKER
WAITER

WAI[illegible]
W[illegible]
W[illegible] PONDENT
WAR[illegible] TELEGRAPH OPERATOR
WA[illegible]
[illegible]
[illegible]
WA[illegible] OPERATOR
WATCHMAKER AND JEWELRY MERCHANT
WA[illegible]
W[illegible]
WEDDING DRESSMAKER AND TENDER
WEEKLY [illegible] PAYMENT STORE
WELL DIGGER
W[illegible] CAPPER RAILWAY
[illegible] MANUFACTURER
WHOLESALE CLOTHING MANUFACTURER
WHOLESALE BOOKS AND SHOES
WHOLESALE DRYGOODS
WHOLESALE FANCY GOODS
WHOLESALE GROCER
WHOLESALE MILLINERY
WHOLESALE STATIONER
WIG MAKER
WINDLASS MILL
WINDOW CLEANER
WINDOW DRESSER
WINE CLERK
WINES AND LIQUORS [illegible]
WINES [illegible] STORE
WIPER
WIRE WORKS
WIRELESS TELEGRAPH OPERATOR
WOOLEN [illegible]
WOMAN CHIROPODIST
WOOD CARVER
WOOD WORKING MACHINIST
WOODENWARE MAKER
WORKER IN WHOLESALE DRUG STORE
WORKER IN WHOLESALE HOUSE
WORKER ON WHOLESALE CLOTHING
WORKING MAN'S HOUSEKEEPER
WORKING MEN'S LODGING HOUSE
WRAPPER OF GOODS
WRITER OF STORIES
WRITER OF STORIES FOR CHILDREN
YACHT BUILDER
ZINC WORKER AND CORNICE MAKER

Why He Was Not Promoted

He watched the clock.
He was always grumbling.
He [illegible] always complained.
He [illegible] from his ideal.
He was willing but unfitted.
He didn't believe in himself.
He [illegible] too many questions.
He was stung by a bad look.
His stock excuse was "I forgot."
He wasn't ready for the next step.
He did not put his heart in his work.
He learned nothing from his blunders.
He felt that he was above his position.
He chose his friends among his inferiors.
He was content to be a second rate man.
He ruined his salary by haltdoing things.
He never dared to act on his own judgment.
He did not think it worth while to learn how.
He tried to make "bluff" take the place of ability.
He thought he must take amusement every evening.
Familiarity with slipshod methods paralized his ideal.
He thought it was clever to use coarse and profane language.
He was ashamed of his parents because they were old-fashioned.
He imitated the habits of men who could stand more than he could.
He did not learn that the best part of his salary was not in his pay envelope.
He fooled himself with the notion, "Have a good time while you are young, because when you are old you can't."

The Young Man or Woman Entering Business

APPLYING FOR A POSITION.

By Henry C. Walker,

[illegible] President of the Boston Leather Belting Company

No one is so well qualified to tell you this as the employer himself. He tells you what kind of men they want and what kind of applications impress them, and what considerations induce them to hire men.

As a business man of many years' experience [illegible] very much larger percentage of these very competent men, no doubt, thoroughly capable of filling the position [illegible] had never [illegible] and their efforts went into the wastebasket [illegible] worthy person who knew how to prepare her [illegible] gained the interview and got the position.

A few simple rules and suggestions on the proper methods to be used in replying to the usual help wanted advertisements, it was thought, might be of benefit to a great many. The results obtained from an actual showing out of these rules as a test were not only satisfactory, but also in a way astonishing, showing that over ninety per cent of the applicants who had followed these teachings were successful in getting favorable replies from the concerns addressed.

In writing a letter of application for a position always use plain, white, unruled letter heads [illegible] sheet business size, writing on one side of the paper only. Don't use stationery with a name die, monogram, or initial at the top; if you are a man it is effeminate; if you are a woman it is not business like, and while it may be worth socially, it carries no weight with the man of affairs in the business world.

Never use hotel stationery. Few people who apply for positions are stopping at hotels. The writer has even received replies to help advertisements written on letterheads bearing the names of pool, billiard room, or bowling alley proprietors. It is, perhaps, needless to state that such letters were at once consigned to the waste basket.

When completed the letter should be folded twice, placed in a long, narrow, white commercial envelope of regular size and carefully sealed. There are two reasons for doing this: first, the letter is more easily opened and read than if afterwards refolded twice across, and, second, it will stick out from the others received, [illegible]

Unless you have once had the experience you can [illegible] importance to turn over the last [illegible] here is where the [illegible] application [illegible] one of the others, its general appearance [illegible] take the pains to have it [illegible] mail examine [illegible] setting in your getting [illegible] would never [illegible] hands.

[illegible] very rarely has it seemed [illegible] outside of this line of work to attempt [illegible] have received a letter so written. I have [illegible] the most careful attention. It is a [illegible] amused to the typewriter, [illegible] hand and then carry it to a [illegible] will typewrite it for a nominal sum. [illegible] that a typewritten letter show [illegible] your hand writing.

If you can not take advantage of the typewriter, be sure and use a good black ink, never an æsthetic purple, green or red, and make your writing as [illegible] and the lines as horizontal as possible. Be very certain that all the words are correctly spelled. If there is any doubt about a word consult a dictionary. If you have to spell a word wrong the first time, write the whole letter over, a crossed out word doesn't look well.

It is a good plan to enclose postage for reply, but not to fix it by sticking a stamp in the corner of your letter sheet. The better way is to enclose a plain envelope addressed to yourself (typewritten address is preferable) with a stamp neatly affixed in the upper right hand corner. A small envelope that will easily go in a business-size own letter is better than a large one which has to be folded.

Always start a letter by giving the name of the city from which it is written, followed by the date, all on one line in the upper right hand corner.

This should be in say two full inches from the top of the page, and far enough to the left to prevent crowding before the year is reached. To the left of this, one inch below it and one inch from the left hand edge of the paper, you should write the name of the firm to whom you are writing, or the initials or box number, if the name is not known, and, directly under this, beginning in the middle of the previous line, the address if known. This latter may seem superfluous, but it is a custom followed in all business houses. Then, returning to the left, directly under the first letter of the name, and perhaps one inch below it, the term "Dear Sir," "Dear Sirs," or "Dear Madam," as the case may be. Directly under the last letter of the above line, you may begin the actual composition of the letter itself. If you have followed direction carefully you now have a layout similar to the following:

Buffalo, N.Y., January 1, 1910.

Messrs. Jones & Jones,
Philadelphia, Pa.

Dear Sirs —

Replying to your advertisement for a stenographer, I can state that I have the following qualifications for the position —

I am thirty years of age, a graduate of Burns' Business College, and have had eight years' experience in mercantile houses.

I am accurate, speedy (take — words a minute) and can operate any standard make of machine.

Awaiting your early reply, I beg to remain,

Very respectfully yours,
Mary A. Childs
23 Maple Avenue.

Leave a generous margin at the left-hand side, keeping the lines of the whole letter, with the exception of the one following "Dear Sirs," on a line with the beginning of the firm's name, except where paragraphs occur. It is also a good plan to leave a margin of half an inch at the right of the page all the way down, as this adds neatness to its general appearance.

Try to space out the words at the right of the letter so as to make a solid and not a ragged or saw edge down the page.

It is the expression of your thoughts and the description of your qualities which are of the gravest importance, and on which you are most likely to stand or fall.

First of all, here are a few don'ts.

Don't say "Gentlemen" in beginning your letter. It is untrained. Use the term "Dear Sirs," "Sir," or "Madam," as the case may be.

Don't say, as a great many do, "Having seen advertisement in the Morning Herald, I take pleasure in replying," etc. Remember that the advertiser knows you saw it there without being told, and you are not taking "liberties" in replying to a notice which he paid to have printed.

Don't, "don't," DON'T say, "I feel that I am capable of accepting this position," etc. You wouldn't have answered it if you hadn't, and the advertiser doesn't care how you feel, anyway. Cut out all your feelings and impressions and give reasons, real reasons, good ones, why he should hire you.

Remember you are trying to sell or lease certain qualities you possess for a stated price or rental. You never heard a good horse trader say, in trying to dispose of a horse, "I feel that this horse is capable of pleasing you." He rather tells you his age, his weight and what particular qualities he possesses that he imagines you, as a probable customer, are looking for. So, just start in without any useless explanations, and tell why, from your past experience, you are qualified to take the "job."

Don't waste a single word.

Don't make one long jumble of your letter. Use frequent paragraphs. A paragraph is what "hits out" strong and makes the recipient "take notice."

Don't write too long a letter; one sheet if typewritten, two if by hand, will suffice under ordinary circumstances. It takes a mighty interesting writer to hold the attention of the average business man for any length of time between the hours of nine and five o'clock in these days.

Remember that most of the letters he will receive from other applicants will be very much alike in general characteristics; if you can employ a little originality of form it may be appreciated.

The following is in effect a copy of a letter the writer once received in answer to an "ad." for a shipper, which might be followed in its general terms with success, no matter what the position offered was. It is but fair to say I answered this letter and the young man proved to be a good investment.

Dear

Replying to your [illegible] I beg to state my qualifications as follows:

Age, 24

Birth American

Habits, good; I neither drink nor use tobacco. High school graduate

Disposition, cheerful; short hours no object

Experience. Here give a concise list of previous places held with reasons for leaving each

Salary expected at start ten dollars per week

Very truly yours

Name

Address

References

The beauty of this letter is the terse, concise and clear definition of the applicant's qualifications, without unnecessary talk. It was an oasis in the desert of mediocre letterwriting. You will find that a letter similarly draughted will obtain you an interview nine times out of ten, without regard to the kind of position you are seeking. Another thing of the utmost importance in business today is accuracy, the ability to do a thing right the first time. If you have this qualification I might almost say talent, come right out in your letter and say so, distinctly, and, between ourselves, if you haven't it already, lay claim to its possession at once and then develop it when you get the position. An honest man who is accurate is a find not to be despised and it will often be the open sesame to a good place. Don't be afraid to speak about it in your application.

Another thing to feature in your letter is your ability. Every one wants a reliable man or woman he can depend on and trust. Let me give you right here the six greatest characteristics that are most appreciated in the business world today. Here they are and don't forget them:

Honesty, knowledge, industry, responsibility, accuracy, and loyalty.

I wouldn't use the term "honesty" in writing the application letter, for that quality you are supposed to possess as a matter of course, and a reference to it might seem overdoing a good thing; but here is a sentence you can take bodily out of this article and put it into your letter, which will strengthen it materially. You can say, "I am reliable, industrious and accurate in my work, and can prove myself loyal to my employer's interests at all times."

If any one had ever written me a letter containing this phrase, I should have been strongly tempted to interview the applicant, even if he or she had "fallen down" in a number of other ways in the general written statements.

In order that you may get a still further idea of the value of a few well-chosen sentences in letterwriting, as against the vague expressions often used by inexperienced persons, I herewith reproduce a very fair [illegible] good references were given here:

GOOD

[illegible]

Dear Sir:

In response to your business advertisement I wish to say I am thirty-five years of age, married, and have handled the bookkeeping end of a large manufacturing company for nine years. Am thoroughly familiar with double entry systems, can take care of a pay roll and am quick and accurate at figures, having had considerable experience in figuring factory costs, etc.

If you wish a faithful, efficient, and industrious [illegible] I shall be glad to demonstrate my [illegible]

Very truly yours, [illegible]

[illegible]

POOR

New Orleans, La. [illegible]

Rice & Company

Dear Sirs:

Seeing your advertisement in this morning's "World" I was attracted by my notice, and I think I would like [illegible] position you offer, as I feel sure I could sell goods. What salary do you pay and how much time should I be away from home.

If you will have the kindness to grant me an interview I would be pleased to go over the ground with you and am sure I can fill the position satisfactorily.

Very truly yours

Here are two lines wasted in telling how the applicant happened to see the "ad." which doesn't interest the advertiser; he wants to try the position, anyone could try it; feels sure he could sell goods, gives nothing to prove assertion; asks the pay and length of time from home, (the advertiser is the one who wants information, wants to go over the ground thoroughly, giving no good reasons for the advertiser sparing the time without some justification; feels that he can fill the position satisfactorily, but gives no reason why the advertiser should feel so. In fact the applicant instead of giving information, endeavors to put the advertiser through a course of questioning first before deciding to accept.

Yet, this is an average letter, and business houses receive hundreds of similar communications whenever they advertise for help. It is a strange thing that men, as a rule, in writing for a position seem to take it for granted that the advertiser will jump at the chance to hire them at the first opportunity. Again, I say, don't ask questions, but state your qualifications briefly and to the point.

References are usually the last thing to be inquired into,—not the first. Few business men want to bother with them until they have themselves sized up the applicant. If a merchant is going to hire help, adopt a son or daughter, or even go get married, he wants to

use his own judgment first, and, if this proves the person in mind to be to his liking, then he will listen to the opinion of others and cast his eye over past records, but not before.

It is, of course, always a good plan to give your references, so as to act as a clincher, if the rest of the letter is satisfactory, but they will attract more favorable notice if written last, or they may even be tabulated under the letter itself at the bottom or the page, thus.

References, city (or other address if out of town —
J. B. Smith, of Smith, Jones & Co.
Wm. Brown of Brown & Green.
A. B. Sullivan & Brother.

All business houses today use what is called a "follow up" system in correspondence, by which is meant a method of reminding or calling the attention of a possible customer to their goods, after waiting a reasonable time for an answer to their first letter. This is almost always productive of good results, yet, to the author's knowledge, it has never been used by an applicant for a mercantile position.

I would suggest the following form to be written, say a fortnight after mailing your first letter, provided, of course, you have the actual address of the advertiser other than that furnished by the newspapers for his convenience, as this latter privilege is only held open for about ten days –

Boston, Mass., Aug. 13, 1909.

Dear Sirs

After waiting some little time, I am still without a reply to my letter on the subject of the position which you lately advertised in the papers

I am anxious for an interview, and believe, if granted one, I can prove to you the statements set forth in my previous writing and absolutely satisfy you as to my qualifications for the place.

Trusting that I may yet have this opportunity, I beg to remain.

Very truly yours,

———

If the position has not already been filled, or if the applicant chosen proves ultimately unsatisfactory, you will find that a letter of this kind often proves very effective.

If you have carefully followed the simple rules set down so far, you should be successful in gaining the desired interview in the majority of cases. A few words may be helpful on what might be termed "breaking and entering" a business house which has not given any evidence of desiring a person of your qualifications, but which is ready, as many concerns are, to consider an application from a valuable man at any time.

All of the great advertisers whose advertisements appear in the various magazines are willing to pay quite a little money for the first sign that a person is interested in their goods, depending on their follow-up systems, giving a further recital of the merits of their goods, to eventually land the customer. In this particular instance you are the advertiser and the goods you are advertising are your own personal talents or qualifications. Therefore, it will be best to set them down briefly as shown in this letter.–

Dear Sirs

I am a book-keeper and wish to better my present position. I am writing you because I believe my services will be valuable to you, and that any salary paid me will prove an investment for your house.

My qualifications are as follows:–

1st. A complete knowledge of book-keeping in all its branches
2nd. Accuracy in every department of my work.
3rd. Responsibility and loyalty in carrying it out.
4th. An appreciation of what is necessary in this particular line, with integrity and quickness in its execution

My experience consists of (here state what you have done in the past to qualify you for the position), and I can furnish references (provided you have them) to substantiate all of the above. If you have a vacancy at the present time, may I ask for a trial? If not, will you kindly file my application for future use?

Thanking you in advance for a reply should my qualifications appeal to you, I remain,

Very truly yours,

———

You can readily see from the above how a letter applying for any other position should be framed, the important point being to acquaint the firm with your particular talents and to do it briefly and coherently. A self-addressed envelope should be enclosed with this letter, as previously explained, and, if a reply is not forthcoming within a reasonable time, say two weeks, you should bring your follow-up system into play by sending a letter calling attention to your original communication

THE INTERVIEW.

We will now presume that you have passed through the intermediate stage of preparing your letter and mailing it, and that you have received a request to call from the firm addressed. Do not be surprised if you do not get this for a week or a fortnight after writing, as the average concern usually has in the neighborhood of a hundred letters written them in regard to positions advertised.

The interview is the crucial test, and many a man or woman who has written a letter which has caused the business man to believe he has secured just what he has been looking for, fails to make good when he enters the office and comes under the eagle eye of the employer.

It may be superfluous to speak of your general appearance in this connection, but you will find that it has considerable to do with your success. The trained observation of the average man of affairs can take in, in the fractional part of a second, your outward characteristics, and, if these are unfavorable, before you open your mouth, you are very likely to lose any good

impression your letter may have created. Carefully polished shoes, neatly brushed clothes, clean linen and finger nails, with the absence of gaudy neckwear and jewelry are the initial requisites in order to secure attention.

It will now be up to you to do all the talking, or the greater part of it, and the fewer questions you ask in regard to the situation, the better chance you will stand, as a business man does not care to be put through an examination in regard to his affairs. The time to make your inquiries is after you have satisfied the man regarding all matters relating to yourself, and when you feel that the position is actually within your grasp.

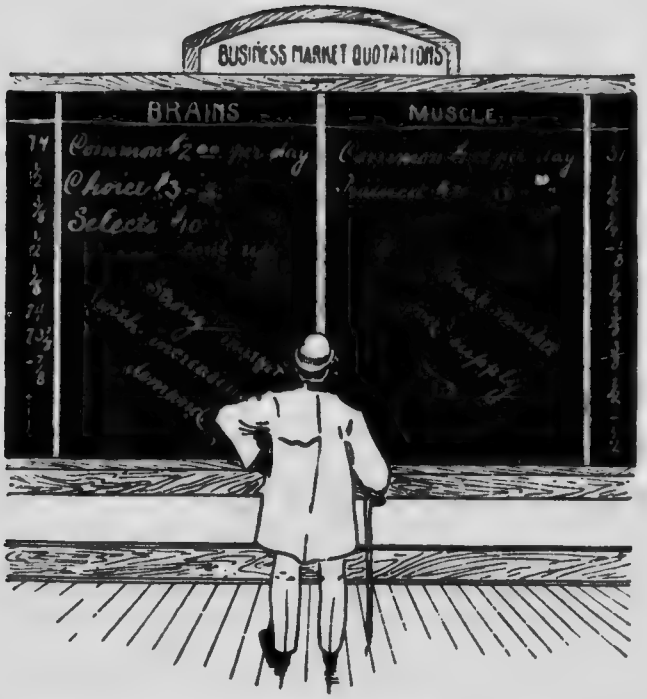
Be prepared to look the man at the desk square in the eye at all times. Furtive glances at the ceiling and office furniture are not calculated to inspire confidence.

Don't show any embarrassment. If necessary, rehearse carefully beforehand the general remarks you are to make, and remember that every man, no matter how high he has climbed in the business world, is nothing but flesh and blood after all. If you are going to be terrified or nervous because the person you are talking with seems to occupy an important position, and wears clothes that may have cost several hundred dollars, you will never make a good impression. Do not think for a moment that you must be otherwise than entirely respectful, but tell your story in a straightforward, unvarnished manner, and as simply as possible.

State the qualities which you believe you possess and which you think will fit you for the position, briefly and to the point, and, most of all, show that you actually want the place, and let enthusiasm over the prospect of your getting it show very strongly in your speech.

Never inquire about the hours of work. This is one of the worst possible breaks you can make. One of the things which pleases a business man most will perhaps be an offer on your part to work for a week or longer on trial, leaving it to him to decide what you are worth for this length of time. This will show that you mean business and that you are so confident in your ability to satisfy him that you are willing to take all the chances yourself.

After you have rehearsed your various qualities and past experiences, it will be a good time to stop and let him ask you any particular question in which he may be interested. You can usually tell a busy man all he wants to hear in ten minutes, if you systemize your remarks and do not waste words. Any questions which he may see fit to ask you should be answered readily and to the point without hesitancy. Remember that there are likely to be other applicants whom he will talk to after hearing you, if he has not already done so before, and that your story must be the best and your appearance tally with your remarks, if you are to meet with success.



As will be seen by the above illustration **Brains Are Always Worth More Than Muscle.** Therefore find out what your Brains are worth; then use them to the best advantage, and some day you will find yourself standing before a bank with a license to draw something more than your breath.

It is not necessary to have a bridle to regulate a mule. You can get along without and regulate him by the tail, but you will travel farther to get there, have more trouble on the way, and may never reach the destination. Just so you can get along without an up-to-date chart and when you make a failure of one thing in life, try something else. You will work under difficulties, make more mistakes and may never make a success of your efforts. You will find out when it is too late that you have missed your place in life, that you have been on the way to failure, instead of the road to success. When an up-to-date chart saves one from these blunders there is a profit in it so big that you cannot estimate it. The benefit is so great and the cost so slight that no progressive person can afford to be without one.

THESE ARE THE FULL

Let them be your guide in life. ¶ It means a better and happier life for you.

SET OF 12 SECRETS

Secret 1.

The first step to success is perfect and permanent health, so hold the foregoing thought in thy mind continuously. "Thou art now to prepare thy mind and body so that both will vibrate in peace, health and perfect harmony, dissipation in eating and drinking, with other sensual pleasures, destroys health. Nature always tells us to eat plain, simple, wholesome foods, drink pure water and live in God's sunshine and air as much as possible, so follow this food and health sheet as best you can, don't worry if you cannot follow everything, but do the best you can and so on with the other secrets.

Eat any of these things for 21 days, not necessary to eat all:—Eggs, Fruit, Little Meat, Good Soups, Vegetables, all Rice or Cereal Foods, Milk, Fish, Celery, Oat Meal, Cracked Wheat, Rice, Beans, Peas, Lintils, Whole Wheat Bread, Hot Water with sugar, Oysters, Clams in season, Chicken, Duck, Turkey, Cocoa, Buttermilk, Crackers, Dry Toast, Homemade Preserves, Plenty of Apples and all kinds of Fruits, Plenty of Water (not iced) at least one quart a day Warm and Cold Baths, if you can stand them, weekly, one each. Be silent, don't worry, keep quiet, rest, be satisfied, contented, be friendly to all, be pure in thought, word and deed. If others try to harm you, do them good in return. Believe in yourself

Eat and drink none of these for 21 days (unless absolutely necessary):—Mustard, Pepper, no Pies or Pastry or Hog Fat, no hot Breads, Rolls or Biscuits, no Pancakes, no Cabbage or Krout, no Intoxicants of any kind, no Drugs or Medicine Alcoholic, no Ginger Hot Sauce, very little Salt (none if possible), no Strong Tea or Coffee, no Fat, very little Butter no Lard or Pork (none at all), no Radishes or Cucumbers. These things must be avoided as nearly as possible at least for six weeks, especially while endeavoring to control any person. Remember, there is no easy road to anything worth having. Every one must travel the same way, and those who want to conquer must be prepared to work, but as you are in earnest you will soon master and control all that is now against you.

Rest after each meal, don't eat fast. In resting it is best to lie on your right side and throw your arm under your back and down, lying slightly on shoulder and stomach. Breathe slowly, long and deep from the stomach. Don't raise your shoulders in breathing. Don't wrinkle your features while lying down, just rest. When lying down for rest only, try not to think at all, and you will feel much better quickly. If you really cannot lie down and rest after each meal (let it go).

DISEASE. If the body is magnetic there will be no disease. To be magnetic is to have very strong faculties of Friendship, Amativeness, Alimentiveness, Combativeness, Human Nature, Benevolence, Mirthfulness, Firmness, Casuality, Language and Comparison.

Amativeness and Alimentiveness furnish the vital magnetism. Friendship, Benevolence and Mirthfulness the social magnetism. Combativeness and Firmness the courageous magnetism. Language, Causality, Comparison and Human Nature the intellectual magnetism. The three that have by far more to do in making one magnetic than all others are Friendship, Combativeness and Amativeness. These three faculties when very strong will make anyone magnetic. James G. Blaine had Friendship, General Phil Sheridan, Combativeness, and Brigham Young, Amativeness. Unite these in a predominant degree in one man and you have the "secret" of personal magnetism.

To have the faculties of magnetism, however, is not enough. Faculties must be educated. Self-control or controlled faculties is the key-note of magnetism. To have the magnetic faculties and then have them educated and under perfect control is to be magnetic.

Take six deep breaths several times a day. It will rest you.

Expand chest when you walk. It takes weight off hips, makes you feel light, and you can walk twice as far. Touch heels lightly to ground. When you take your breakfast believe it will do you good and don't eat too much and speak kindly to everyone. If anything is not just what you like do not notice it. We say if you can keep in good temper until 10 a.m. you will keep right all day. As soon as you go out, no matter how people treat you, just treat them nicely. Believe that no matter what failure you have had in the past you will be successful in the future. Return good for evil. Do try this for just one day and when you go to bed at night you will feel happier and better; it may be hard at first but the habit of being happy and contented will come, must come.

Bear in mind: If you are in earnest nothing can hinder your wishes from being gratified; you will exert a power that although invisible will be powerful.

Demand Health. How? By holding the following serene, calm, holy and soothing thoughts: I am a Child of God, the All Father-Mother. I am spirit co-Eternal with God, occupying a body with a mind to serve me. As I think I will be. O mind, be calm, quiet, peaceful, and let the omnipresent God Force, heal and soothe both mind and body.

Thus demand Health, Strength, Force and Vigor and be whole (holy) forever. With the mind talk to the mind quietly, calmly and serenely. Say to the mind: Be quiet! Fear not! Trust in the Eternal, Universal and Omnipresent Life that is really you. It is thus we demand health and possess it; 'tis thus we attract the Eternal Life Forces, that permanently heal and cure our diseases of mind and body. Know, beloved, that God is always near you waiting to calm, heal and cure your disease forever! More than that, an unseen power is now directing forces toward you that will surely help you.

Secret 2.

Let us spend more time in getting ready or in power-gaining, and less in power-spending if we would lessen our labors and multiply results. That is the way to organize victory. The rule may be modified to suit nearly all purposes, conditions and circumstances. Hold the thought: I now restore order and reposeful harmony among my faculties and forces. I seek the mood of power and repose.

Remember that everything we know can be changed into an invincible force known as spirit. This is also Life or the Birth of Force. Life is Spirit, Soul is will, and the body proper merely a covering made from vibrations of Spirit Force. Spirit is the ruler of all things, the Will or Soul and Body merely the means through which Spirit operates. Spirit has power over my body and all bodies, and has absolute power to give me complete satisfaction here and now. Then if I have not what I need and desire there must be something wrong in me, Spirit is not working in harmony with my soul and body. I will get by the practice of these secrets my Spirit, Soul and Body working in harmony, and my desire shall be granted thereby.

EXERCISE.

Be alone any time day or night, fix your mind on what you desire to control, say mentally "I now receive Power of the Spirit within me to control that which I desire to control." Believe that you begin to conquer at that moment. Now make a thought picture of the affair you desire, and think of it as you desire it to be. Say, "My desire now becomes a reality and my objects now come under my control." Doubt not, for it must and will come. Your thought waves by the laws of vibration and reflection will affect the thing, place or person to your advantage. Don't waver, live a good life, believe in yourself. Be silent, don't grumble. Try to be satisfied and rest. Don't magnify your troubles. Trust in me, also believe in my power to help you.

Keep as near as possil[illegible] to secrets one and three. If you are dead in earnest [illegible]thly power can possibly subdue or conquer you or [illegible] you of what you do conquer. Everything against you will come out right and remain right, and as you want it to be. But do not expect anything unless you believe and try, then the Divine Force which is in every human breast will fulfill your desires, and you will go from one success to another rejoicing always.

PERSONAL MAGNETISM AND OCCULTISM.

Personal Magnetism is nothing more or less than the art of pleasing or getting the approbation or good will of persons with whom you come in contact. To acquire personal magnetism the first requisite is perfect self-control, presence of mind and the power of concentrating the mind and will upon one subject at a time, and a stubborn faith that is ready to grapple with seeming impossibilities, and a faculty of adapting yourself to the conditions and wants of all persons and a knowledge of human nature. Your body should be in a healthy condition. You should never go to excess, but satisfy your own desires wisely. You should never become angry, as anger has a very bad effect on the nervous system, anger causes the gall or bile to flow too freely from the gall bladder into the stomach, which permeates the whole system, and often causes disease. Remember, thought is a substance and finds lodgment where it is receptive; anger is a condition or kind of thought, so is fear, hope, gladness, etc. By seeming gay we grow to what we seem, so cultivate friendship and good fellowship. Christ stated, "If thou can believe all things are possible, without faith in yourself, whatever qualification you may possess, if there is no faith there shall be no power." You must have absolute confidence in your own ability. This applies to whatever walk of life you may be found. Without faith and confidence you are as naught, and remember that a desire for a thing makes one direct all your energy in that direction and study the subject thoroughly, and you will receive. As you think, so you are; as the mind, so is the form. Let us to-day content ourselves with power gaining, or of acquiring the spirit of hopefulness and contentment, knowing that it will ever act even while externally inactive. "A cheerful spirit is a continual feast" which we each may have by going to its true source within. Hold the thought, the best must occur. I now produce and will maintain the powerful mood of true hopefulness I seek its essence

Where it says hold, the thought or hold the affirmation it means keep that thought or sentence in your mind. Don't expect to work miracles until you live right. Don't learn these secrets by heart.

I am the origin and end of all this changeful universe, there is, O mankind, naught beyond; for all is strung on me alone as are the beads upon the thread. I am the freshness of the waters, the splendor of the sun and moon, the essence of the Holy thoughts, the sound of sounds, the man in men. I am the life of life, oh man; all true devotions centered power, all beings seed am I, the strength, the wisdom of the strong and wise. So those who worship me in truth fulfilling in their acts my laws regarding me their aim and end, their hearts, oh man, dwell then in love and I to them will always be a guide from out the surging flood of wrong and migratory life. Glory to the Father! Eternal for Eternity. Amen.

Secret 3.

LOVE How to win the affection of the one you love. First consider if you positively love the person you are anxious to marry. Is your love only an infatuation or an amorous desire of short duration? If so, after that kind of love is satisfied nothing but repulsion will exist, and all the torments of dissatisfaction. But, dear reader, if you love the object of your affection with the soul and mind as well as the heart, and your love is reciprocated, then you are on the road to human happiness and spiritual ecstasy. We presume that your love is of the latter kind; if so, the following rules will assist you in gaining the affections of the one you love. First, you must feel what you desire others to feel. Second, you must concentrate your mind upon that which you desire, your very thoughts will have their influence and effect. Emerson stated, "Thoughts are things endowed with bodies, breath and wings, and that we send them out to fill the world with good results or ill, and after you have quite forgot, or all outgrown, some vanished thought back to your mind to make its home, a dove or raven, it will come. So by thinking intently upon that which you desire you will most likely have that desire gratified. But beware of the nature of your thoughts as they will return to you for good or evil.

Ladies—To impress gentlemen should always be femmne; should never be bold or forward, should always consider man the stronger, should always study the dress, color and order according to the complexion. You should make a gentleman consider himself helpful if he desires to assist you in the common courtesies which your sex is heir to. While talking to a gentleman give him an opportunity to do a little talking himself, a talker always enjoys himself provided he has a good listener. You should not be pessimistic while talking of others. Never allow your callers to become too familiar with your person, such as kissing, caressing, etc., unless the person is your accepted steady company; even then, do not allow him to over-do, but always keep some of your charms in reserve. This will make him anxious to marry you—it is human nature to want that which we cannot get.

Gentlemen—Should never be rude or rough. A woman always likes kindness and sympathy, she generally loves a manly man—a man who is brave, but not brutal or boisterous; she loves a man not always for his good looks but rather his neat appearance. A gentleman should see to it that his linen is always clean, his shoes shined, his hair combed properly, but not gaudily. A woman generally loves a man who has some intelligence, and has some hope and ambition for better things. If you have the above qualifications half the battle is won. Now, to kindle her interest and love in your behalf, you must be attentive, you must take her to places of amusement, make her presents of flowers, books or candy, you must study her wants and desires, you must allow her to have an opinion of her own, do not try to force yours upon her. Keep to the broad highways of Hope and Cheerfulness. Expect to succeed. Think success and you will succeed. Keep out of the back alleys of gloom and pessimism. Join the procession of the cheerful, the willing and the hopeful. Be sanguine. Know the pleasure of living. Don't hurry and don't worry. It will take 21 days to get through the Secrets, (and the food sheet must be kept up all the time.) Direct your will right at the object and don't doubt. I am helping you and you must conquer. If you doubt, you will wait all the longer, for one little bit of doubt will kill a whole lot of faith and work. The secrets must be read through once a day for 21 days.

MONEY How to accumulate money. The first requisite is to spend less than you earn and place your savings where they will draw interest. Sometimes it is necessary to make some sacrifice in order to save. But the sacrifice always pays in the end, take care of pennies as well as dollars, (wealthy people are made by taking care of the little things in life.) Never loan money unless you receive good security.

BUSINESS. There is no friendship in business, remember this. Always look out for larger opportunities, do a strictly cash business, be sure you have efficient clerks; a good clerk should possess suavity, perception and comparison well developed, he should always be polite and obliging. A bad clerk can do more harm to your business than a lack of capital

Rules for Employers as well as Employees:—Do the best you know how every day, do the common duties of each day uncommonly well. Most people fail of success through reserving their power and talent for the great occasion which may never come, so do the best you know how every day and study your business thoroughly, study the insides and out, and top and bottom of everything you have to do or handle. The man that can do many things fairly well is not drawing half the salary of the man that can do one thing better than other people. Always study cause and effect. Now if you wish for promotion, think intently upon that which you desire and concentrate your efforts in that direction. Be prompt and punctual in all things. Do your work all well and take as much interest in your employer's business as though the business is your own. Do not try to do the work of others, but do your work so well that it will attract your employer's attention, and always keep your mind upon that which you aspire to, and direct your attention and energy in that direction. Let your habits be regular and avoid evil company and you will surely be successful.

Secret 4.

When you have fully understood the principle of Secret two and four you can believe yourself to be practically born again of the Divine Spirit within you, and now, as far as in your power, your thoughts, words and deeds must be pure. Avoid shaking hands as much as possible. In meeting a person, persons, object or objects or occurrences you desire to influence, follow this rule. If a person, look straight into one of their eyes or the centre of their forehead; if the person or object is away make a thought picture no matter how great the distance), say mentally, "My spirit Force is your superior and your will now becomes under my control for our mutual good." This must be the thought held no matter whether the person is present or absent. If in person's presence look straight and kindly as told above, with all your spirit Force into one of their eyes, or the centre of their forehead. If absent make a thought picture as in No. 4 Secret and work it on them. Do not think for one moment of failure, as you cannot possibly fail. Have the best of intentions and believe you conquer at that very moment (present or absent), all kinds of troubles, occurrences, and persons will eventually yield to this power of vibration, and if persons they will eventually submit and come to you.

Exercise. In starting to control anything or anybody, use this method. Say to yourself, "So and-so my life is the controller of all my affairs, my business, my love affairs and everything, but through my outward trouble I am compelled to believe that trouble and circumstances and people can hinder me: they cannot; they are changeable. Changeability has no real power, hence it has no power to control me, I can control it: I am Life, and Life is Power. There is no failure in life, no real weakness; my [illegible] receives its support from an All Powerful, all Wise and every present substance; I quit my fear." These thoughts will quiet your life; unknown to yourself what you want will open up to you, will come to you; you cannot fail, you must succeed, nothing can influence you, but you can influence anything, others succeed who are no smarter than you, and you shall succeed, and you will succeed, if you stop your worry and be quiet and allow life to work. Your very anxiety is a barrier to your success. Do not think about your trouble, being stronger than you, your store, your sweetheart, your business, your sickness, or whatever your trouble is, these things will come the way you want, if you quit your fear; what do you care if you have got trouble? Other people have trouble too, but they do not let it worry them to death and stop their success. You are not losing life, and if you hold your life and hold it properly, your life will bring things to you according as you live right; everything will rise with you instead of fall, life will make it so. Now so-and-so just be quiet.

Peace, be still. If you continue to worry it will not help you to succeed, but bring on other ailments and make things grow worse than ever, and then maybe it will be impossible for you to do anything but die. Now leave it all to me and you will be all right; do not be anxious, just be quiet. Life holds in store for everyone happiness and success.

Blunders, wrong judgments, accidents, obstacles, etc., are not very likely to come to us, simply because we are not in their thought currents, but are in the force currents which carry us away from such things and they away from us. The falling brick, etc., is not likely to touch him who by producing these thought currents or interior leadings, throws around himself the only safe armor of protection. Hold the thought "I am led of the Spirit, into the currents of infinite good. Praise the Law Lord, for its powers and protecting influences."

Be alone at any time, day or night, standing or lying down, fix your mind on the rear base of the skull, just above where the head joins the neck, you will find a small bump there. Rest your mind there one minute, say to yourself, "I centre my spirit right there." Keep your eyes closed, looking as it were inward and backward. Now let your mind travel slowly from that spot and let it move slowly to the right shoulder down the outside of the right arm, around the finger tips and up the inside of the same arm to armpit, rest a moment then go down the right side and on down the right leg to the right foot, around the toes and up the inside of the left leg around the toes and up the outside of left leg to the left side and on up to the armpit, rest a moment, then go down the inside of the left arm around the fingers and up the outside of the left arm back to the spot from whence you started. This must be practiced two or three times (each exercise of it.) It brings self-control of body and mind. After controlling yourself you will be able to use the same force to control others. It should rest you and sometimes may send you to sleep; if so, all the better, for it shows its power. You will be able, when all the Secrets (No. 1 to No. 12) are understood, to influence things in a very remarkable manner, even at a distance. This No. 4, like all the rest of the secrets, is useless alone, all must be thoroughly practiced, and of course they are all easy, especially 1 and 2. These simple exercises will bring marvellous results and have only to be practiced for results to be realized.

Enjoy the sunshine of hope. "A cheerful spirit is a continuous feast."

Secret 5.

How few there are who can learn anything of importance except through sad and bitter experience. People seem to learn Nature's law only to the extent that they feel its coercive forces. There is a better way for whoever will but awaken from the sleep of self ignorance. The silence will lead the way. Ask yourselves the questions: Am I making the most of my powers and opportunities? Why not? How shall I find and apply the remedy?

Silently try now, to realize that these things are strictly true, and then aspire earnestly to the clearness of thought, the strength of will and the deep desire to cultivate self-control as a means of obtaining its rewards and satisfactions. The opportunity is here. Get your mind clear on the subject and the desire will follow. Hold the thought: I will love the interior omnipotent law of conforming to its principles in the attainment of self-control, or thought control and its rewards.

You have now realized the power of the Spirit as directed by you around your body. Now as regards the object to be obtained. Always say mentally, "I live and believe it." Don't let fear bluff you in anything you want or you will fail, but remember you cannot fail if you believe in yourself. Many people merely exist, you live, and it is only a live person who shall control and enjoy. Fear is no part of you and cannot hinder you in any way unless you allow it to do so. Defy fear and it will leave you. Rely absolutely upon your own power and my power to help you. Keep your body very clean, bathe in warm water once a week. Meet every object you desire to control in the purest possible manner, throw your whole self into Spirit. Force (often be alone and rest. Believe that you always conquer now and in the future. Sometimes your affairs will change right away, but anyway you must practice the secrets until they do. You will not, cannot, dare not fail. Even if you have to go over the secrets two or three times they will do you no harm. You will not have to wait long for good results.

INVENTIONS. Most inventions are created from inspiration. The most favorable time to place yourself in communication with Nature is between the hours of 9 p.m. and 2 p.m., when all is quiet. Place the object you wish to improve about three feet from you, mentally then sit down with back to the north, then gaze intently at the object (mentally) at the same time concentrating your mind upon that which you desire. This will cause wave force from the object to you, directed by the Supreme Inventor of all things, who will use you only as an instrument to give to humanity some of the secrets of nature.

HOME. Some have wondered why the song "Home Sweet Home," has had such a lasting and increasing popularity. To the occultist that fact does not seem at all strange, because he is aware of the vibratory forces which are contained in its words and melody. First of all is the electric word "Home" which includes the syllable om, and the vibratory emanations of that for which the home should stand, viz., Love. To-day let us silently use some of the words and melody of this song in our meditations. We will each be led to those words which best answer our undivided needs, and above all things let us not forget that interior and all-important home of the soul which it is our sacred privilege now to enter. When we have entered it we can send on the wings of thought its creative forces of love as a potent means of harmonizing the conditions in our external homes, or in the lives of those whom we may desire to help. Love is a chord to which the human heart will always respond, however feebly.

DUTY. Do not neglect any duties or work you may have to do; indeed these Secrets are to help you do your duties and present work. When you begin to work in love, above all selfish and inferior planes of action of life, then you will begin to have genuine success, and be receptive to the All Good. Go down deep into the inner life of every successful man and woman in the world and you will find therein the Secret for their success. Never envy, censure, criticise or condemn any one. You do not know their inner lives. God knows it, for He dwelleth within each soul. Leave it all to Him.

There is a cause for every effect; a reason for everything; a reason why one man is fortunate and bears a charmed life, as it were, and a reason why another man is constantly struggling and suffering. Look within and know the secret. Faithfully live up to the teachings of these secrets and you will know the law.

Keep away from the scavengers and rag-pickers who infest the back alleys of life. Your pessimist is your scavenger, your rag-picker. He may be a necessary evil —a boil as it were, on the body social—but too much of him is fatal. He never gives the world a smile. He never contributed to the good cheer of any human being. He never lifted the gloom from any distressed soul. He is the antithesis of progress. He is the polliwog which in the evolution of life is continually lagging backward toward the slimy past. But the progress of development will go on with or without him.

Now turn to page 26 and read it.

Secret 6.

Let us now silently cling to God's leadership by meditating upon those laws and powers of our permanent being which give us the divine right to esteem ourselves most highly as the Sons of God. We are all "fallen Angels" or "Prodigal Sons" who should silently say "I will arise and go to my father within," by holding my thought consciousness receptive to its meanings and powers. I-am

If your duty is at present to scrub floors, then do it with the grace and Godlike dignity which will attract all others, not to the mere scrubbing brush or act, but to the mood which is able to use the scrubbing brush as a stepping stone to loving and fruitful dominion over all God's works. Hold the thought: I adapt the deepest occult principles to my daily needs and duties. I am practical. I fulfill God's purposes. I demand wisdom to understand and follow the way to the highest goal. I see good in all things

At night on retiring (after having full meditated on and understood all previous lessons), have some kind of light going, gas, electric, lamp or candle, or fix your mind on something if you cannot have a light. If a light, have it low, face it as nearly as possible whilst lying in bed (lie as described in last secret.) Keep your mind on the thing or things or person you want to control, gaze very steadily at the light, do not wink the eyes if possible (if the lids tremble and droop and close don't mind that) neither try to close them yourself; don't notice any effect on them as they will soon close of their own accord. Be sure and not lie on your back. Breathe long and deep from the stomach as before described, holding a thought picture in your mind of what you desire, just as you want it to be, thinking of it, imagining it stronger and stronger until you fall asleep, (but before you sleep make up your mind that you will appear to the person if it is a loved one to be influenced), if not it will not matter. The person influenced will certainly see or dream of you and desire to do as you wish. If this exercise is followed carefully you hynotize your body, and your spirit, at your suggestion, goes where you desire in your sleep, and it has power to permeate the objects and persons you desire to influence, as spirits can pass through matter very easily, as you will, leaving its vibrations behind it making it what you desire. Do not expect good results unless you live up to the teachings of the secrets. Always feel that you cannot fail, that nothing but love and peace can come to you, and that nothing but good can ever touch you, and the Divine Force shall grant you your heart's desire.

A good exercise to develop concentration to enable you to project a thought so as to have effect, learn to look steadily at some object at least three minutes thinking intently at one thing. Also practice thinking of some place at a distance. Imagine you see some familiar scene, if you have never travelled think of some place in the city or country, as the case may be; if you do not succeed at first try again, what is worth doing at all is worth doing well

An impression is the vibratory shadow of our own or another's thought cast before. We all get them, but are sometimes unable to find practical uses for them. Approached with a proposition from another, we somehow weigh that proposition at least to some extent, by the impressions we first receive. Sometimes we allow later impressions or self desires to creep in and over-rule us in deciding what to do

CHILDREN. Children are great imitators, they will often imitate what they see at home, so let your actions be such that they will only imitate that which is good for their welfare, but very often a child has traits entirely foreign to those of either parent. When speaking to correct a child always impress the child with the importance of what you have to say. Speak to the child as though the child understood every word you say. It is never too early to begin to train a child. If your suggestions have no effect you will find the following method of great assistance: While the child is sleeping, seat yourself beside the child, gaze intently at the forehead and concentrate your mind upon that which you wish to accomplish, also speak your desires and commands in a low tone of voice, but do not awake the child. I had a child under my care who was deficient in mathematics; every evening while the child was sleeping I resorted to the above, and explained the method by which the examples are done; the child began to improve wonderfully. The same law holds good in all cases, no matter what the deficiency, the above method can be used to advantage. Beware of a bad mood

A merchant opens a letter during such a mood and tosses it lightly aside, whereas had he been in a different mood it might have received a more fitting and perhaps a more profitable treatment. It is surprising to learn to what extent people act during these momentary thought moods. It has become a part of the commercial salesman's tact to avoid the undesirable moods of his patrons. He knows that if the buyer is in a comfortable, pleasant mood it means large orders; a depressing mood, even though it be for the moment only, means small orders or none at all. Now, an important purpose of the occult student is to so become master of himself and his surroundings that unsuccessful moods, or the effects of such, do not enter into his dealings.

Secret 7.

Love, therefore "with that judgment ye judge shall ye be judged" at once brings to you the righteous judgment of Love and exonerates instead of incriminates you with evil taints. Hold the thought: I and the interior Father are one. Its omnipotence keeps me from all harm. It cares for me. Though I walk through the valley of the shadow of death I will fear no evil for thou art with me. Thy rod and thy staff they comfort me.

Hold the thought: I and the Father (within) are one and inseparable. This unchangeable and interior law is my refuge, my strength and my eternal life. My power to think is eternal. I am that eternal law.

The mind acting along a particular line of thought will continue to act, until some other object or thought carries it along another line and since in sleep only the body is quiet, the spirit and soul are active. Then the soul or mind on being given a certain direction by the spirit when one drops into the sleep the soul will take up the line along which the spirit has directed it, and can be made to bring into consciousness the result of its activities in space. At night when you retire, let your spirit instruct your soul, to teach you during sleep, this will assist you next day in leading you to the correct acts. Instruct your soul to permeate every detail of your business and social life, with the power and harmony that will bring you a righteous and pure success. The quiet of your sleeping body gives the spirit and soul more freedom to act than they would have in a waking state even if based on hypnotic desire, aroused by what your reason may deem wise. Instruct your soul to give your body that rest which will renew its powers, to accomplish results ever without friction or strain. Resting in a sense of peace calmly send out your (soul or mind) for the needed light and information. Cast out fears and forebodings lest they hinder you. Take the expectant attitude firmly accepting what you desire, and thanking the God that you then receive it, and sure as you live the desired results will come and remain with you. Then on waking instruct your soul to give you right thoughts, right speech, right desires, right acts. Remain a few minutes in quiet thought and contemplation that you are part of God. Unite your spirit with Him in a word of thanks, dismiss forever all fear. Follow the light. Leave then all riddles to the divine force of God then your onstacles will gradually vanish and you will rejoice!

In the degree that you practice and believe the foregoing lesson in the degree, will the success you desire come to you. Don't ever be afraid to speak out loud what you want. Ask God out loud and believe that you have now and thank God now for it. No good thing is ever long withheld from those who walk uprightly. There are no desires which shall remain unsatisfied to the one who by the Spirit knows how to direct the soul. In every act during the day realize that it is God within you who is the master prompting the soul to do your will, and that it does penetrate behind the outer shells of every thing and person with which it deals and that it has the power to so affiliate with persons and things that you cannot make mistakes. The silent deathless something within you (God) has Almighty power. You must be courageous and generous, it will give you a superior strength. Make a positive habit of being like God. Remember being made in God's image you must be like him. You are electric. Etheric this is the kingdom of God, the kingdom of satisfaction taught by the Christ. He calls it the Kingdom of Heaven or Satisfaction and many other names, but the general term is the Kingdom of God. In this we live and move and have our being and nothing but truth and love and honor can ever be ours if we live in the light. We should as much as possible wean ourselves from the transient things of earth as they anyway cannot last forever. The unseen things are Eternal. Success here and now comes only to those who treat earthly things, such as money, etc., as servants and not masters. Realize that you are absorbed in God and that you cannot ever fall apart from Him. This is so simple. Be absorbed in God.

Some very good people do love to eagerly scan the gossipy columns of the papers in search of scandals and sensations, while another class take up their papers and read them through and will not catch more than a head line or two of these questionable subjects. The thought associations of some people bring unrest. Let us spend a few minutes in self-searching. It is not a very difficult question to decide, for you are pretty apt to belong to one class or the other. Perhaps you can in some way discover why you are not altogether happy, or why you are happy while others are despondent. By thinking a certain class of thoughts you attract like thoughts from others, but you can oftentimes let them tangle you up in a web of difficulties before you are aware of it.

Secret 8.

Try to formulate definite principles of life and standards of thought. Think from the standpoint of principle. Hold the thought: I am the law of manifestation. I utilize all my faculties and forces. I think from the standpoint of principle. My judgments are wise and righteous. I have spiritual understanding.

Let the Divine law of life shine within so brightly that it will bring to the light of manifestation, every virtue, and disclose the sublime fact that only the good is real and true. Vice thus is made to evaporate into its native nothingness. Hold the thought: I see good only in all things. I thus find lessons and good things in every experience and circumstance. I transmute my possibilities into opportunities, powers and achievements.

The person that heareth these things aforesaid and doeth them is like a house built upon a rock. A discovery of the power within you is a discovery that makes you free in the grandest sense of the word. It practically makes one infinite (one with God). "I and my Father are one!" God is a law, a passive law in which we live, ours to use. We at once discover that no person can really enjoy life who is ignorant of the law of God within him. It is latent in everybody. You can only realize the power however, by assuming now that you already have it. As a man thinketh so is he. If a man dreads sickness, disease is the result. If he thinks health and success, such is the result. What a man thinks that is just what he is. If he says there is good for me, there is success, health, wealth, usefulness and every good thing for me, in God such shall we have and no one shall rob him of it so long as he remains in the light. Live these ideas and you will soon abundantly realize their glorious truth. God is a life principle, a law in life, life itself, that has always existed and will never cease to exist. It is unlimited and you are part of it. You have the power of creation, the power of intuition (but only so far as you believe it). Life is, and always will be, there is no real death, and as you are part of the grand scheme of this Infinite Life nothing can separate us from getting and holding what is best for us. Remember that what is best for us all other things will and must necessarily in the nature of cause and effect cease to affect us, or remain with us. Eternity and Immortality are now. Only believe the (Kingdom of God.) (God absolute is in you.) Now.

All the good that ever comes into a man's life comes by his own efforts (others may help some) but he must try hard and he will find that he will get what he aims for, if he aims in the right way. First, find out if you really want a thing and if that thing is good for you. Then set about it to get it, make a mental vision that that thing is yours. Nearly every person can tell what they want to. But they must want to be. Man has a latent power that will overcome obstacles if he will only trust it. But before he can trust it fully he must be absolutely certain that it exists. A man may desire ever so much but until he [illegible] that the gratification of such a want is possible [illegible] Should he desire riches [illegible] thing, the desire must [illegible] which gave him life and [illegible] but the God, which can [illegible] forts of life, and we are [illegible] withheld from Life to [illegible] our life is in touch with [illegible] of God, or we may wait [illegible] waiting after all. When [illegible] your body these secretions [illegible] have secured the Keys [illegible] Kingdom of Heaven. You will have learned how [illegible] You will have become your own [illegible] found Eternal Life [illegible] of Secrets, the mysterious [illegible] will have discovered the [illegible]

Mind reading is being so [illegible] that it is being noticed every [illegible] here, and [illegible] sometimes unconsciously [illegible] There are times when it is [illegible] keep [illegible] our very own. It may be a [illegible] we [illegible] the hands closed. We give off [illegible] our fingers many a message we ought [illegible] keep. A hand constantly open is easily [illegible] with an open mind. True, a person who [illegible] only his thoughts to himself, but his [illegible] The lesson we wish to impart is that of legitimate thought. Our thoughts which run at random or [illegible] allowed to crowd in one upon the other in confusion, are wasteful [illegible] to-day, if you will, to hold your mind fixed upon one thing one minute. No other thought must for that minute enter your consciousness. When you can successfully do this, you can scarcely estimate the value it will be to you. Very few persons as yet have accomplished the feat. But it can be done and is done by those who have followed up thought concentrating daily. The wonderful mechanism of the mind and its effects upon the body can thus be tested as in few other ways. Try it.

Secret 9.

As you concentrate your mind, try to exercise all possible power in making sure that you are drawing on the vibrations from within, rather than upon those from without. Hold in thought the question: How can I know when I am drawing on the inner vibrations only? I am my higher self. It is my power to think. It is within. I am now conscious of its peaceful and harmonious presence.

Hold the thought: I am that vibratory law which is perfect harmony. I now catch the rhythm of its music. My consciousness now becomes responsible to the grand chorus of God, which lies at the centre of my Being. Words become profane as I get into the harmony of perfect silence. It's joy is unspeakable. I imbibe its life and omnipotence.

However, to control things socially and financially there must be a condition of perfect health, that is. Before we can control things outside of our physical bodies. It is well to see that every part of the body is performing its proper functions; that all is working in harmony for the production of the Life Force or Magnetism. Therefore the Nervous System must be properly attended to without which all may go wrong. It would be a waste of time and possibly worse than useless to go into scientific terms used by anatomists for describing the troubles that effect the nervous system. Suffice it to say that if the results you want do not come quickly from the studies, meditation and practice you have already been through, there still remains one clog, some barrier that has not been swept away. For to be master over yourself and others all weakness must vanish once and forever. Be positive, forceful and enthusiastic. Be the dominating influence. Recognize your greatness. When any come into your presence say to yourself, "I will and now do control you; I am master." Speak what you want them to do (mentally) in words positive but short. Be confident that you do now rule. Don't yield; don't doubt; no matter what comes trust your life absolutely. Exclude every thought but success. Thought is creative, vibrative, dominant: God! and it shall go with unerring accuracy where directed by your Spirit. To make a person love and trust you, think thus, "You desire to love and trust me and you have no other desire." "It is best for you and you want to do this." "You do love and trust me." Be confident in yourself that you can do these things. Try them, you must and shall succeed. Practice and experiment alone, however, will reveal to you your own marvellous power. Exercise your forces constantly and you will soon have your power so under control that it will act automatically and absolutely without any effort, for the more you exercise the greater will your will power become (the same as the muscles of your body would.) Let no one come into your presence without trying to dominate them. Remember, "he who has most spirit rules." Be the one who has the most. Think these thoughts: "You will do as I say." "You want to do as I say." "You want to yield." "You want to do me good." "You will tell me your true self." "You will reveal yourself to me." "You wish to do all I want." "You think it best I should know this." "You will come back." "You want to come back." "You want to and will have confidence in me." Concentrate on what you want done. All the power in the world cannot hinder you if you will only start right. Be positive, positive, positive. Fight it out. Doubt will kill everything. Courage is victory. Now. The provision is made by nature for you to be as happy, wealthy and successful as anyone. I beg of you with all my Spirit, Soul and Body. Be real. Be true and you shall always conquer. Always!

When you get up from your bed in the morning, wash your face in cold water and dry with a coarse towel, then say: "In the name of the Father, Son and Holy Ghost. Amen."

Read this: With reverent recognition of my birthright I claim my sonship with the Almighty. I am free from disease and disorder. I am in harmony with my Source. The Infinite Health is made manifest in me. The Infinite Substance is my constant supply. TheInfinite Life fills and strengthens me. The Infinite Intelligence illumes and directs me. The Infinite Love surrounds and prospects me. The Infinite Power upholds and supports me. I am out of bondage. I have the freedom of the sons of God. With all that is in me I rejoice and give thanks. God and man are All in All, now and forevermore—and believe this.

Another good thing to read:

I have a strong will power. I shall conquer. I shall never get discouraged. I shall never get the blues. I am a success. I will succeed. I shall be successful in everything. I cannot fail. No one can resist me. I have a strong will. I can control others; no one can control me. I shall always have perfect control. (just believe this.) I am well. I am strong. I am happy. I am calm. My head feels clear, my hand is steady, my steps light, my respirations deep. I am part of God.

Note: Realize every day that you are on this earth merely to gain experience for a higher and grander life (later on.)

Secret 10.

Try to silently drive out all fear and to overcome all ignorance as a potent means of removing all interferences with the harmonious and powerful circulation of your interior forces and force-currents. Hold the thought: My faith looks within to thee, thou law of Calvary, Savior divine. Have no fear. There is nothing that can interfere with the harmony of my forces. Let the law of my life manifest itself in full through me. I am free.

You determine everything by your acts. Think the matter out during the silence and if possible devise scientific methods of removing the difficulties and in bettering your conditions. Hold the thought: I draw my force from within. I demand to know how to use every physical or other means of answering my needs, of increasing my happiness and of fulfilling my true life purposes. I will live for my best.

There is a part of us that never sleeps. It is what we call memory and it is one of a thousand blessings we have, that we can remember that we have made mistakes. By our knowledge of our mistakes and their results we learn to do better. We know that evil thoughts if followed generally produce evil results and vice versa. Look at an evil thinking person's face, see what you will see (also vice versa.) So shall we know good people from bad. There are some who feel themselves unable to think pure thoughts or to live pure lives. They try and try and try, yet they fail. They so often say, "Well I know it all but I cannot seem to do it and get what I really want." Well, there is a cause for this, often through parental weakness or nerve disorder, or positive physical weakness through fault or perhaps through no fault. The person may be all run down. Now we believe that we are susceptible to Magnetism and that Magnetism is nothing more or less than a refined form of Electricity and that Electricity is Life and that Life is God.

We must first think wealth, and then use the mind to discover the true foundation of wealth. The mind in its search for the cause of wealth, will soon discover that well-directed energy work is back of all wealth. But along with this energy we must have faith, hope and courage. This is a busy world and we are living in a wonderful age of big undertaking and great progress. At every hand is to be seen advancement, improvement progress, growth and expansion. We are continually going forward, onward and upward. Nothing stands still! There is no backward movement! The world is better and busier today than it was yesterday and will be better and busier tomorrow than it is today. It is the calm, honest, thorough, thoughtful and busy workers who make this condition of growth and progress, not the worrying, hurrying, fretful, fearing mortal pessimistic minds who persist in looking at things through the wrong end of the telescope. No one will be successful or feel the glorious good times which are here to stay unless he is hopeful and cheerful and willing to play the part God has assigned to him. And now, dear friend, I have tried hard to inspire you with hope and courage and I sincerely hope you will feel that we hearty love you and wish you peace, joy, prosperity and happiness, and in conclusion let me quote the sayings of one of our brothers, who is a great teacher, a great soul. "You are all God, O ye men and O ye animals, and living beings, we are the manifestation of the One living God—the Blessed One—the All in All," so how can you doubt your reaching perfection.

A thinker, or the power to think, is the one and only instrument, or "only son," of Divine Power, the Father principle. The manifested universe is its transitory ghost, or "Holy Ghost." Vibration or motion is the very opposite of stillness and therefore is necessarily transitory. In fact it is necessarily a "ghost" or illusion from the standpoint of absolute Being. That which is absolutely still and perfect, or the law itself which we call God, is the only unchangeable and real, in the absolute sense. Let our effort today be to draw the thought consciousness nearer to that interior stillness, or Law, as a means of acquiring its leadings of the spirit or "holy ghost" its higher potencies and more of its perfection. Power gaining is necessarily a matter of bringing that law of force into action by co-operation with its principles. Hold the thought: I now carry my thought consciousness nearer to that interior stillness or law which is God. My soul aspires to its condition of perfection. I demand the wisdom to find and express it omnipotence. I demand perfect knowledge of vibratory law.

Secret 11.

Silently search in thought for "the best thing" and thus build the essence of help more deeply into the soul as a living active factor and power for your future good. Renew your resolution to observe still more faithfully the true principles of thought. Hold the thought: I love myself and all others. That within myself which I love most is likewise inherent within all others. In loving it and them I am but loving myself—my higher self.

Self-knowledge is the secret of your power. The way is therefore now open to every true seeker. There are comparatively few who comprehend the powers and possibilities offered through the attainment of self-knowledge from the sources now available. They overlook the scientific value of our methods. They seem to think that the question is emphasized simply as a means of getting dollars and thus they go on in the old way, cheating themselves at every step of the opportunities, powers and satisfactions which rightfully belong to them. Power and money come to those who serve God.

The unwelcome thought. This is a truly proper term to use for the thought which intrudes. Unwelcome because it produces unpleasant vibrations and because it overshadows our better and more productive thoughts. We have met with some experience, and for a time the result therefrom hangs about us like an ever-present trouble. If, perchance, we forget it during some momentary entertainment, when it returns it seems to have doubled in its severity, and we wonder how we could have forgotten it at all. Here is a lesson most instructive. We do not banish the somber thought because of the self. Our sense-self demands continual indulgence, and our sorrows, like our joys, find places uppermost in our consciousness for the time being. One of the best tests of our powers of concentration is to find to what extent we can banish the unwelcome thought. If we can do this for three minutes at a time, and can supplant it with a life-building thought, we are growing spiritually. The person who meets the shock of personal loss, and has a store of withstanding qualities left, is the master always. But when the experience outweighs and overshadows one's supply of holding power, the result is often lamentable. A thought that lowers our standards of right is truly an unwelcome one. To-day let the entire Brotherhood unite in a trial to banish some unwelcome thought. Think reposefully, and do not exert the mere will in a personal way, but call upon the higher aiding powers to enter and illuminate the inner being.

Only the occult student knows how much of his strength is parted with by habitually narrating to others what "he is going to do." By the time he gets to it, at least one-half of the utility of his plan is vitiated, and the chances are that the act is never performed at all. The above is only another way of advising a more strict economy of our forces, that we may further our desired spiritual welfare. Much is lost by an overuse of words. Observe closely this fact for a day or even a week, and it may fall to your lot to make an important discovery, one which you can put to a profitable use. Let the thought for to-day's meditations be, "That-silence-which-is golden."

Your selfishness needs to be instructed, developed and directed, rather than restrained. Then, and not till then, will you be honest "to the core," and simply because your individualism will instinctively rebel so long as you ignorantly think that the course of absolute honesty is a sacrifice to its interests. Hold the thought: I will be true to myself and all others. Honesty pays. I demand absolute confidence in its powers for my eternal good.

If you will compel your voice to a pleasant tone no matter how bad your feelings, you will find them vanishing in a surprising way. You will have little inclination to use unpleasant words.

RECEPTIVITY—Hold the thought: I am the child of the All-Father-Mother who is ever present, and will protect me and provide for me the vital forces to sustain life. I am the eternal spirit. The spirit is not sick, calm and quiet my mind and body and let there flow into my whole being more Love, more Faith, more Hope, more Light, and more Courage. The Lord is my shepherd, I shall not want. He maketh me to lie down in green pastures. He leadeth me beside the still waters. He restoreth my soul. He leadeth me in the paths of righteousness for His name sake. Yea though I walk through the valley of the shadow of death, I will fear no evil; for thou art with me. Thy rod and Thy staff they comfort me.

Infinite Intelligence, I desire Light, Understanding and Wisdom. While my body rests this night may the blessed Light of Truth be impressed upon my mind, that I may be permanently healed of all disease of mind and body. Unto Thee, O Supreme Intelligence, do I turn for Light and Life, that my mind and body may be healed and made whole and perfect. Thou art the Ancient Physician who is ever present—present now in my very being—who can heal me. I desire to be WHOLE, that I may be a help and a blessing to ALL. O Blessed and Universal Life, Thou art my only strength; Thou art the saving strength of my being.

And now, Beloved, the Holy Spirit of all Light, of all Truth, all Progress and all Success would have thee calmly burn the above thoughts into thy mind and heart.

Secret 12.

Hold the thought. Truth is my life. I rely upon it implicitly. My interior principles, my tastes and my aversions to untruth are holy and sacred to me. I stand by them. Let the thought be: I now seek the mood of self mastery. I connect with the currents of universal good only. I am master. Hold the thought: I now forsake mere symbols for their realities and thus gain both. I polarize my forces to the best and the true. My own will now conquers. Hold the thought: I am unconquerable. I conquer all oostructions to my highest growth. The I AM, or higher self, is my sole reliance.

The Omitted Word.—It is quite in line with our foregoing subject to offer a word on the use and misuse of the mere pronoun "I." One of the first lessons given out by occult teachers is to set the student to watching himself to see how often he uses it in his daily conversation It is rather startling what a discovery can be made. Let us try it for a brief time, at least. It is not to be supposed that one-lettered word can or should be dispensed with entirely, but a too-frequent use of it is an indication of seeming egotism. Many very good people are egotistical. Also in this line are certain phrases we use from habit. Some of them are even productive of bodily or mental difficulties. You say, for example, "I can't see how that is;" "I don't see it in that way," or, "I don't see what has become of my spectacles." These innocent affirmations of "don't see" or "can't see" will in time impair the eyesight. It is a very deserving feature of soul culture to gradually lay aside these queerly constructed and negative phrases, which have not the directly affirmative qualities of speech within them. Let the silent thought for to-day be, I-am.

The Prayerful Silence.—In our zeal to do and be, and to overcome obstacles, there comes into each of our lives certain moments filled with what might be termed, a prayerful silence—a silence when hope seems to falter, the clouds to gather, and our hearts beat with deep expectancy. Into our meditations to-day we can invite much of this element of harmony better known to some as faith consciousness, or an expectancy that only the best will come to us. Hold if you will this thought of perfect oneness and breathe into the silence the prayerfulness of absolute faith. When fear knocks at your door disregard the summons, and command all negative visitants to depart. This is a drill which is fruitful of much strength if followed out either during the day or night-time. An attitude like this will outpicture itself in our daily lives, will serve to heal and encourage those around us. It is the theory of thought associations carried into practice, which in time becomes voluntary, as if from habit. This in turn is taken up by those around you, and thus the element of harmony becomes habit, and the home is made more secure from the unwelcome thought forces and conditions. Hold the thought: I-am-led-of-the-Spirit.

Hold the thought: How can I multiply my powers through foods or otherwise. I demand to be led of the Spirit in this and all other matters. My tree or source of life is within. Hold the thought: I become negative to the interior vibrations only. I thus draw my positive power from within. God is my strength. I imbibe a consciousness of my interior omnipotence. Beware of the encroachments of the carping, pessimistic spirit. It takes root easily in the mind and like the thistle when once it gains a foothold it is well-nigh impossible to uproot. But it cannot live in an atmosphere of sunshine and cheerfulness. Therefore, keep to the highways. Keep out of the back alleys.

In the morning before breakfast think, "I will have good health" (and keep on thinking it.) After breakfast till mid-day think, "I will have good wealth." After mid-day till 6 p.m., "I will have good happiness." After 6 till you go to bed, "I wish everyone happiness, wealth and health; I wish everyone good, I love everybody; I forgive everybody; I wish good and happiness to everybody; no one hates me; I hate no one." As you lie down to sleep say, "O, great Spirit, into thy hands I give myself for ever and ever." Amen.

If there are any things in these secrets or in the food sheet, you positively cannot do, just do the best you can.

If you do as I tell you, you will not only feel better in mind and body but you will be making friends and doing a great deal of good; everybody will love you and you will feel success coming right to you.

Be sure and read over the secrets every day for 21 days (Don't count days you miss) and write and tell me just how you feel. Don't learn the secrets by heart, but read them daily. Follow the food sheet as best you can, practice secret four as often as you can and at any time and any place. It means a better and happier life for you and may the love and peace of the Holy Spirit and blessed Angels and the Masters dwell with thee forever and enlighten you fully as to the contents.

To Persons Who Are Sceptical:

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TO PERSONS WHO ARE SCEPTICAL I will give a special trial offer. Suppose you and I were selling peaches. How would you sell peaches that had a really fine flavor and a juicy goodness all their own? You would probably offer one to your customer and let him eat it on the spot. The taste of a good peach in the buyer's mouth is the best selling argument. If your peaches were large, rosy and looked good but tasted like an unripe turnip, this method would defeat every sale. Better talk wisely and sell on appearances!

No doubt you often buy things without testing or tasting them, that is like signing an order for thirty or forty boxes of peaches before you have the privilege of tasting one. I am not afraid of my peaches. I am willing to let you eat one and buy only if it tastes right.

Therefore, I will make you an offer which is so frank as to disarm criticism, so fair as to win prompt favor. I will write this chart and tell you the answer to every question, and you may give your personal criticism on the answers. After it is finished you may decide whether you wish to buy the chart or not. You are to be the sole judge.

Now can you think of any possible reason why you should not accept an offer so genuine, so frank, and so absolutely fair? I take all the risk, you take none.

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